JANUARY 29, 1951

BROADCASTING
TELECASTING

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THIS ISSUE:

Must Chart
Radio-TV
Page 19

Answers
FPA Ads
Page 19

Meeting Today
New Blue Book
Page 21

Sales Rise
With Radio
Page 22

TELECASTING
Page 59

20TH year

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

even sell fowl!

FATE TOOK US (it must have been Fate) a while ago to the office of a banker who bought WOR air to make people come into his bank. But we never saw that banker. Couldn't. The only thing we saw the rainy day we dropped in, were 1,100 people packed into that banker's nice white marble lobby between the hours of 9:00 and 12:00 AM dripping raindrops and shouting, "Gimme! Gimme!" It was all because this banker said over WOR that if his listeners came down to his bank the next morning they could have a booklet each. And a lot of those people who came to pick up their booklets, later crossed that banker's palm with silver.

This incident is not told to stir you to crash into WOR with booklet offers. Mostly, they mightn't work. We don't know. But if WOR can sell bank accounts fast, it will sell anything good, booklet or no booklet.

It will even sell fowl. Has, too.

WOR

—that power-full station

Let's Look at the Record...

1. In the face of constant stories that AM radio is losing audience, WLS listener mail for the first six months of 1950 was the largest of any like period in the station's history! For the full year, well over a million letters were received by WLS—making 22 million in the past 21 years!

2. A new WLS tradition had its beginning in 1950 with the WLS sponsorship of the First Annual International Square Dance Festival. WLS instigated, organized and promoted this Festival. 11,000 people jammed the Chicago Stadium to watch dancers from 20 states and Canada whirl in one of the most spectacular exhibitions ever seen in the Chicago Midwest.

3. The WLS National Barn Dance played before its two millionth *paid* visitor late in 1950. Yes, 2,000,000 people have paid to see WLS stars broadcast the nationally famous National Barn Dance—further indication of the amazing acceptance of this one WLS program.

4. In other personal appearances in 1950, WLS talent entertained before another million people . . . who jammed county fairs, theatres, churches and stores to see their favorite WLS artists in person. 1950 was one of our top years in demand for talent personal appearances.

5. WLS participation in Midwest State Fairs was again a major attraction. At the Illinois State Fair alone, 12,000 people *paid* to see the five-hour WLS National Barn Dance presented as the opening feature of the Fair. The story was the same at Indiana and Wisconsin—larger, more enthusiastic crowds anxious to see and talk to the folks from their favorite station . . . WLS.

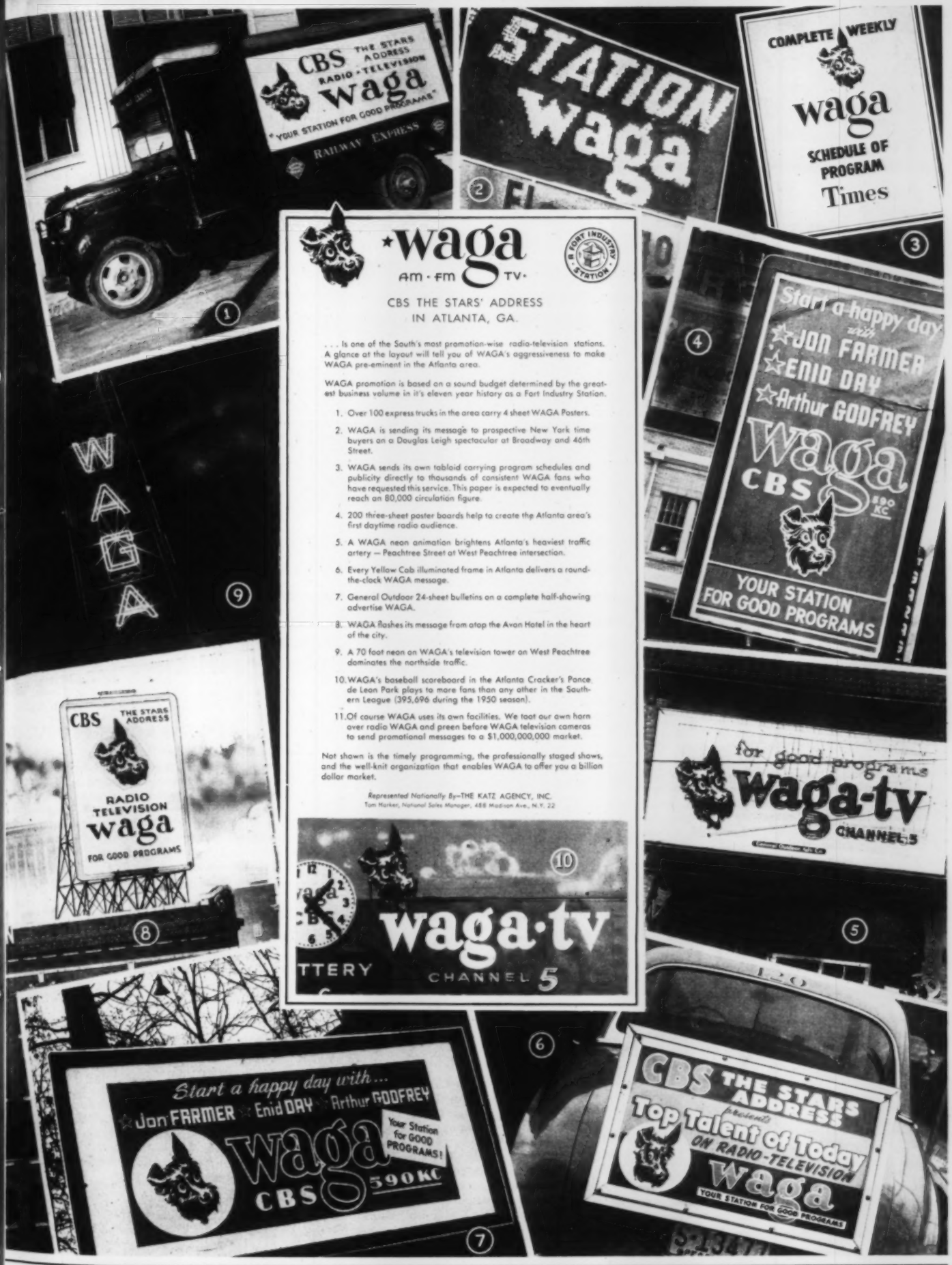
IN THE concentrated Midwest area, more people are listening to WLS—on more radios—than ever before. The WLS audience, ever increasing in size and importance, proves once again the power of radio—to educate—to entertain—to contribute to the American way of life—and to create favorable public opinion—and sales—for articles and services that deserve it.

WLS CHICAGO 7

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



waga

AM · FM TV

A FORT INDUSTRY STATION

CBS THE STARS' ADDRESS
IN ATLANTA, GA.

. . . Is one of the South's most promotion-wise radio-television stations. A glance at the layout will tell you of WAGA's aggressiveness to make WAGA pre-eminent in the Atlanta area.

WAGA promotion is based on a sound budget determined by the greatest business volume in it's eleven year history as a Fort Industry Station.

1. Over 100 express trucks in the area carry 4 sheet WAGA Posters.
2. WAGA is sending its message to prospective New York time buyers on a Douglas Leigh spectacular at Broadway and 46th Street.
3. WAGA sends its own tabloid carrying program schedules and publicity directly to thousands of consistent WAGA fans who have requested this service. This paper is expected to eventually reach an 80,000 circulation figure.
4. 200 three-sheet poster boards help to create the Atlanta area's first daytime radio audience.
5. A WAGA neon animation brightens Atlanta's heaviest traffic artery — Peachtree Street at West Peachtree intersection.
6. Every Yellow Cab illuminated frame in Atlanta delivers a round-the-clock WAGA message.
7. General Outdoor 24-sheet bulletins on a complete half-showing advertise WAGA.
8. WAGA flashes its message from atop the Avon Hotel in the heart of the city.
9. A 70 foot neon on WAGA's television tower on West Peachtree dominates the northside traffic.
10. WAGA's baseball scoreboard in the Atlanta Cracker's Ponce de Leon Park plays to more fans than any other in the Southern League (395,696 during the 1950 season).
11. Of course WAGA uses its own facilities. We toot our own horn over radio WAGA and preen before WAGA television cameras to send promotional messages to a $1,000,000,000 market.

Not shown is the timely programming, the professionally staged shows, and the well-knit organization that enables WAGA to offer you a billion dollar market.

Represented Nationally By—THE KATZ AGENCY, INC.
Tom Harker, National Sales Manager, 488 Madison Ave., N.Y. 22

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Closed Circuit

NEW REPORT on radio rates in TV markets by Assn. of National Advertisers expected to be ready in fortnight. Unlike ANA report on same subject last summer, this one will investigate daytime rates as well as night. Although ANA committee reportedly will not recommend reduction in daytime rates, as it will in evening ones, it is expected to oppose any effort to raise daytime rates. Last summer ANA would not have seriously resisted daytime increases up to 10% had its demand for nighttime reductions been successful, it's said.

IS FCC seeking to generate series of WPA projects for duration to keep its staff busy and preclude reduction to skeleton dimensions? That question being asked now that FCC (1) has launched another AT&T investigation (the last one took five years), (2) new TV "Blue Book" crusade, activating another burning issue that will keep reformers, blue-nosers and flannel-mouthed crusaders busy.

RE FCC'S WPA, there's talk also of another network investigation, this time going into TV as well as AM affiliations, exclusivity, and, more important, duplication of network programs on stations covering same areas. It's been talked for months and now seems to have substance, since Commission staff has minimum of hearings to handle because TV is frozen and will continue that way; FM is practically forgotten medium, and AM spectrum is overloaded.

TIN PAN ALLEY insiders, in re AFM's latest radio-TV onslaughts, say that Czar Jimmy Petrillo himself would be satisfied with renewal of existing AM deals but that locals in New York and Chicago are demanding unconscionable increases [BROADCASTING • TELECASTING, Jan. 22]. Jimmy, 'tis said, is making demands he knows are impossible and hopes to wind up with status quo. He can't risk being too conservative.

ALL ISN'T serene on election by Broadcast Advertising Bureau of NAB General Manager William B. Ryan as its new president (see NAB board story page 19). Number of board members feel NAB was "raided" at time when Mr. Ryan's services were needed most. Whole matter will be aired at board of directors' meeting at Belleair, Fla., this week.

EYES of some NABers scanning field for new general counsel have been turning toward Joseph A. McDonald, vice president, secretary and general attorney of ABC, but there's doubt about his availability. Another possibility: Thad Brown, of Roberts & McInnis law firm, representing TBA and DuMont.

ALL THREE Baltimore TV station—WMAR WBAL-TV and WAAM—have agreed to refuse mail-order business because of periodic audience complaints and difficulty in handling. Stations have not carried per-inquiry business and have now extended their agreement to mail-order field.

NEXT CHAIRMAN of NBC's Station Plan-

(Continued on page 90)

Upcoming

Jan. 29: NAB Board Finance and By-Laws Committees, Belleview-Biltmore Hotel, Belleair, Fla.
Jan. 30: Educational TV hearing continues, FCC, Washington.
Jan. 31-Feb. 2: NAB Board meeting, Belleview-Biltmore Hotel, Belleair, Fla.
Feb. 1-2: Mississippi Broadcasters Assn., Program and Sales Clinic, Jackson, Miss.
Feb. 4-6: Arkansas Broadcasters Assn., Hotel Marion, Little Rock, Ark.

(Complete list of Upcomings on page 30)

Bulletins

PARK & TILFORD, New York (Tintex), through Storm & Klein, New York, will place spot announcement campaign mostly in participation daytime shows to start Feb. 19 in 20 markets.

WAGA-TV TECHNICIANS CHARGED WITH SABOTAGE

WAGA-AM-TV Atlanta filed suit Friday in U. S. District Court charging three technicians with sabotaging equipment when they walked out Jan. 14 [BROADCASTING • TELECASTING, Jan. 22]. Fort Industry Co., owning and operating stations, asked $10,000 actual and punitive damages.

Named defendants in suit are Jim C. Brannon, Clifford Rogers and William M. Taylor, technicians. They are charged with "upsetting, maladjusting and distorting broadcast and studio equipment; removing and concealing good tubes and parts and substituting therefore defective tubes and parts." Suit alleged action was done "wilfully and maliciously."

James E. Bailey, WAGA vice president and general manager, said stations are still operating without interruption.

CONTROL ORDERS FREEZE WAGES, PRICES

PRICE and wage control orders handed down late Friday by Price Administrator Michael DiSalle and Wage Stabilization Chief Cyrus Ching. Prices in general are frozen at highest point in period from Dec. 19 to Jan. 25 midnight.

Farm products in general not covered until price goes above parity. Wages are frozen at level of midnight Jan. 25.

RTMA TUBE STUDY

SPECIAL task group set up by Joint Electron Tube Engineering Council to study materials used in radio-TV vacuum tubes, Virgil Graham, JETEC chairman, announced Friday. A. C. Gable, General Electric Co., named chairman. Group to probe substitute materials, gathering data on nickel and cobalt alloys. Industry conservation program, involving change in cathode ray tube focusing system, cited by Mr. Graham as important step to reduce uses of copper and cobalt. JETEC co-sponsored by Radio-Television Mfrs. Assn. and National Electrical Mfrs. Assn.

Business Briefly

JOE LOWE ON MBS ● Joe Lowe Inc., N York (Popsicles), buying 5:55-6 p.m. on M Tues., Thurs., starting in June, for 13 wee Duane Thompson Co., New York, agency, lo ing for program.

CARDUI PLANS ● Chattanooga Medic Co. (Cardui) through Street & Finney, N York, planning spot announcement radio ca paign in 15 markets, starting in February.

GARRET SPOTS ● Garret & Co., New Y (Virginia Dare wine), through Ruthrauff Ryan planning radio anouncements in markets, starting Feb. 12.

EISENHOWER COVERAGE CREATES MEDIA DISPUTE

ARRANGEMENTS were not yet compl Friday on media coverage of informal addr to Congress this Thursday, 10:30 a.m. Library of Congress, by Gen. Dwight D. Eis hower, supreme commander of Atlantic P nations' forces. Radio networks scheduled broadcast Gen. Eisenhower's report to nat on following day (Feb. 2) 10:45-11 p.m.

Friction understood to have developed wh high-level, Congressional and White Hou echelon decided to permit newsreel camer and press coverage but no radio nor live te vision at informal talk. In first stage conferences, TV networks, obtaining film fr newsreel, were asked to holdup telecasts un after Friday broadcast. Radio was to barred completely, including tape recording

14,589,949 RADIOS PRODUCED

RADIO SET production in 1950 topped previous estimates, amounting to 14,589,9 receivers, exceeded only by 1947 post-w boom figure, according to final calculation Radio-Television Mfrs. Assn. Figure cov entire industry. Radio set total boosted record 5,000,000 auto units. TV production 1950 totaled 7,463,762 sets, RTMA fou Breakdown by months and models to be issu in few days by RTMA.

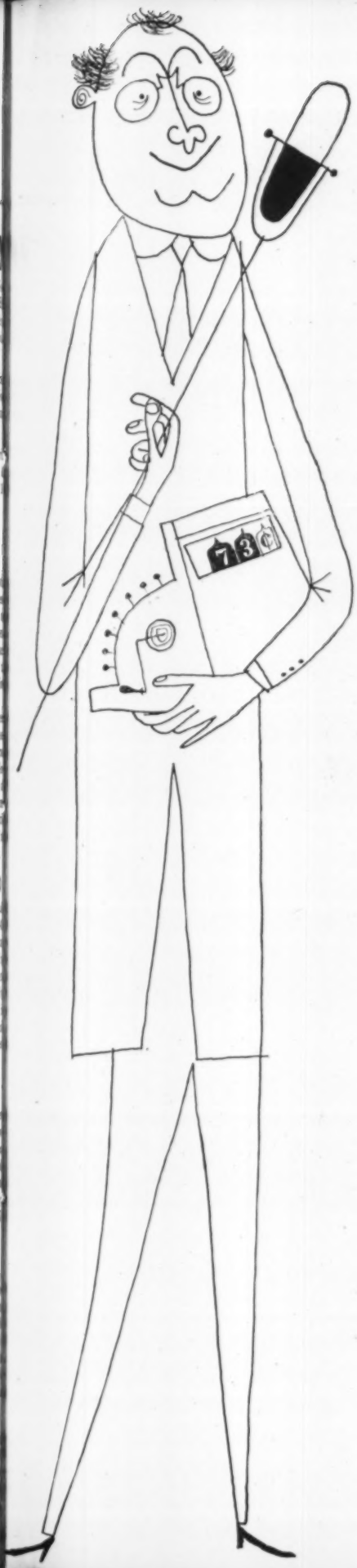
FREE & PETERS EXPANSION

THREE additions to TV sales staff of F & Peters Inc. announced Friday by I. E. She erman, television sales manager: John Serr former sales service manager, CBS Hollywo to F&P there; Lon King, with KNBC S Francisco since 1941, to F&P in that ci Keith McKenney, for four years with WW TV Detroit, to F&P Detroit office.

NEW JOHNSON PRODUCT

INTRODUCTORY campaign for Pride, n furniture wax of S. C. Johnson & Son, Raci Wis., will include sponsorship of *Starli Theatre* on CBS-TV Feb. 8, 22 and March and 22, alternating Thursdays, 7-7:30 p (CT) with *Burns & Allen*. Agency is Ne ham, Louis & Brorby, Chicago. James Ish is account executive.

U. S. ARMY and U. S. Air Force Recruit Service sponsoring *Harold Peary Show*, 9-9 p.m., Feb. 21 and 28, and *The Line-up*, Thu day, 10-10:30 p.m., March 1, 8, 15, 22 and over CBS. Agency is Grant Adv., Chicag



In the Northwest...

WCCO is 7 times bigger & costs 9 times less than television!

In Minneapolis-St. Paul alone, during Class A listening periods, seven nights a week, WCCO gets an average quarter-hour rating of 14.5 . . . on the average delivers 30% more families than both Twin Cities TV stations combined during Class A viewing periods! *(Pulse: Nov.-Dec. 1950)*

Here's proof: All told, 50,000-watt WCCO reaches 894,600 radio families (50-100% BMB Nighttime Listening Area)... seven times more than the 127,390 set-owning TV families reported by Pulse for the TV service area.

Based on Twin Cities ratings, one WCCO Class A station break, for example, costs 73¢ per thousand families delivered... *nine times* less than the average ($6.50) cost-per-thousand of a full Class A station break on the two TV stations. (On a year-round basis WCCO's cost-per-thousand averages only 53¢.)

BRAVOS!

For THE REPERTORY THAT KEEPS *GROWING!*

9 MORE MUSIC PUBLISHERS JOIN SESAC

- AMSCO MUSIC PUBLISHING CO.
- CENTURY MUSIC PUBLISHING CO.
- FITZSIMONS, H. T., CO., INC.
- GOSPEL SONGS, INC.
- HERITAGE MUS. PUB. INC.
- KEYBOARD PUB. CO.
- LILLENAS PUBLISHING CO.
- MERCURY MUS. CORP.
- NAZARENE PUBLISHING HOUSE

The accent is on QUALITY MUSIC in Broadcasting and allied fields. That's why more and more AM-FM-TV stations call for SESAC MUSIC . . . the repertory which continues to GROW!—9 more music publishers now add their distinguished names and quality publications to an already imposing list. Plus thousands of copyrights—that's millions of additional performances for SESAC. Here's the answer to Broadcasters who are calling for more and more quality music . . . SESAC HAS IT! . . . THE BEST MUSIC IN AMERICA!

SESAC INC., 475 FIFTH AVENUE, NEW YORK 17, N. Y.

BROADCASTING TELECASTING

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IN THIS BROADCASTING . . .

Structural Problem Faces NAB Board 19
BAB Aims at ANPA 19
FCC Orders TV Blue Book 21
New McFarland Bill Goes to Senate 21
Atlas Sales Grow With 'Night Watch' 22
Paley Heads Government Advisory Group 23
Radio's Power Told by ANPA's Barnes 23
Who's Who on NAB-TV Board 25
Minor Leagues Meet with NAB, Stations 28
Hearing Held on Signal Control Bill 29
Emergency Network Plans Set 36

TELECASTING Starts on Page 59

DEPARTMENTS

Agency Beat	14	New Business	11
Aircasters	58	On All Accounts	14
Allied Arts	56	Open Mike	12
Editorial	50	Our Respects to	50
FCC Actions	82	Programs, Promotions, Premiums	53
FCC Roundup	87	Radiorama	27
Feature of Week	16	Strictly Business	16
Front Office	52	Upcoming	30

WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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* Reg. U. S. Patent Office

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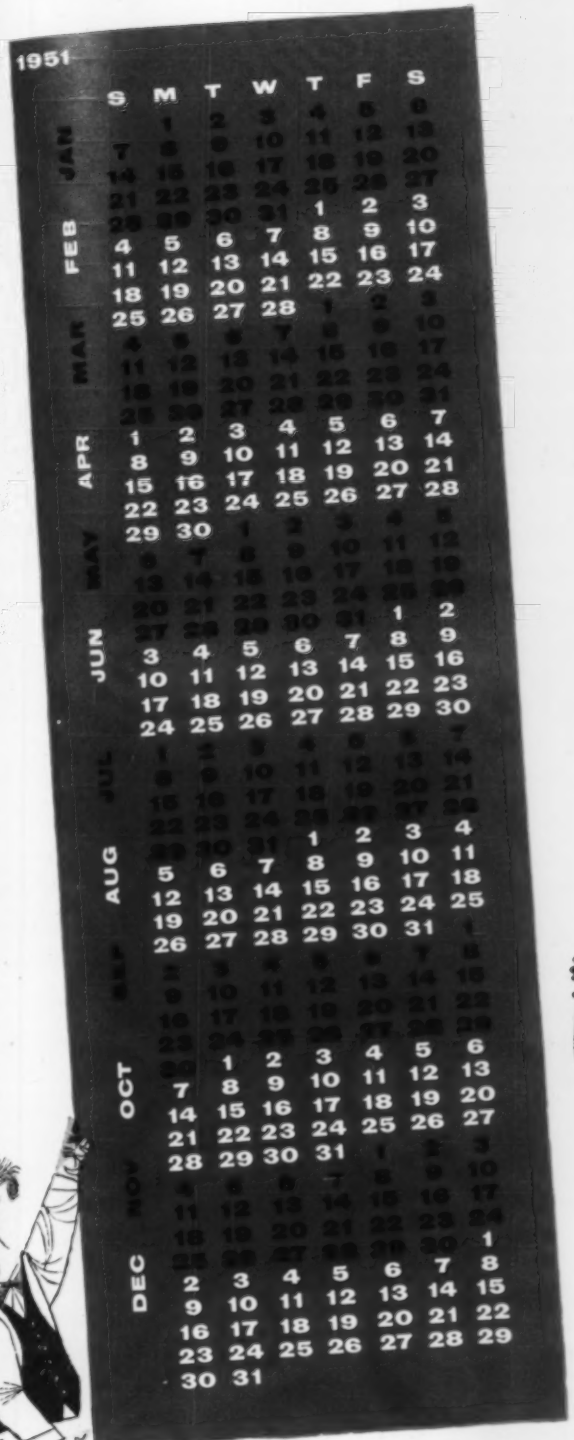
Looks like somebody needs a new calendar . . .



CBS prints this calendar for the benefit of those people in radio who are obliged to reach back into 1948 and 1949 to find figures that will support their claims for circulation, audience, billings, cost-per-thousand, or whatever. Fellows, while your backs were turned, it became 1950. And after a while, even 1951. And as of 1951, it's like this:

CBS starts 1951 with the highest average ratings in network radio: 26% higher than the second-place network.[1]

CBS starts 1951 with the highest billings in network radio: 11% above 1949, 13% above the second-place network.[2]

CBS starts 1951 with the lowest cost-per-thousand homes reached in network radio: 33% lower than the second thriftiest network.[3]

CBS starts 1951 with the largest circulation in network radio: 895,000 more homes than the second-place network.[4]

[1]January-November, 1950, NRI. [2]January-September, 1950, PIB. [3]January-October, 1950, NRI. [4]February-March '50, NRI (all right, this is our least up-to-date figure, but it's nearly two years more up-to-date than the latest figures quoted by some broadcasters.)

Columbia Broadcasting System

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adam Hats Drew Pearson (273) R	Wildroot Charlie Wild (196)	Roy Rogers	The Big Show OT (166)
6:15	Seeman Bros. Mus. Headlines (264) R	"	Quaker Roy Rogers (512)	"
6:30	TBA	C-P-P. Our Miss Brooks (152) R	Cudahy Packing Nick Carter (329)	*OT
6:45	"	"	"	"
7:00	Richard Wallace	Amer. Tob. Co. Jack Benny (190) R	Affairs of Peter Salem	OT
7:15	"	"	"	"
7:30	Mystery File S	Rexall Amos 'n' Andy (180)	General Foods Juvenile Jury	Phil Harris-Alice Faye Show S
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola C. McCarthy Show (192)	Singing Marshal	Hedda Hopper Show S
8:15	Stop the Music S	"	"	"
8:30	Mars, Inc. Stop the Music (171)	P & G Tide Red Skelton (152)	Enchanted Hour	U. S. Steel Theatre Guild (169)
8:45	Old Gold Stop the Music (198)	"	"	"
9:00	Richard Hudnut Walter Winchell (281)	Electric Cos. Corliss Archer (167)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (283)	"	"	"
9:30	Sterling Drug Album of Familiar Music (217)	Philip Morris Horace Heidt (175)	TBA	Tales of the Texas Rangers S
9:45		"	War Review	"
10:00	Botany Mills Ginny Simms Show (83)	Carnation Co. Contented Hour (180)	Oklahoma Symphony Orchestra	RCA The 564 Question (167)
10:15	Burton Dixie Corp., Paul Harvey (119)	"	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer, Chorallers (151)	"	Voices and Events
10:45	Harry Wismer S		"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Nat'l Service Men.-Fri. 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Music 6:20-6:45 S
6:45	"	P & G Ivory Lowell Thomas (103) R		Sun Oil Co. 3-Star Extra (34)
7:00	Co-op* Headline Edition	P & G Dreft Beulah (110) R	Co-op Fulton Lewis jr. (302)	Pure Oil Co. Kaltenborn (41)
7:15	Co-op Elmer Davis	P & G Oxydol Oxydol Show (105) R	Dinner Date S	Echoes from the Tropics
7:30	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (155) R	Nazzoma Gabriel Heatter (98)	Miles Labs. News of World (153)
7:45	"	Am. Oil-Homm. Ed. Murrow (115)	Co-op Mutual Newscast	Miles Labs. One Man's Fam. (152) H R
8:00	Mars Inc. Inner Sanctum	Bromo Seltzer Hollywood Star P'house (162) R	Hashknife Hartley	A. A. of RR's Railroad Hour (109)
8:15	"	"	"	"
8:30	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)
8:45	World Wide Flashes S	"	"	"
9:00	Martha Lou Hary S	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R
9:15	Manhattan Maharajah S	"	"	"
9:30	Johnny Desmond S	"	War Front—Home Front	Cities Service Band of America (92) N
9:45	"	"	"	"
10:00	US Army & Air Force, Let's Go With R. Flanagan	Lvr.-Pepsodent My Friend Irma (176)	A. F. of L. Frank Edwards (104)	Boston "Pops" Orchestra *OT
10:15	"	"	I Love A Mystery	"
10:30	Sterling Drug J. B. Kennedy (287)	R. J. Reynolds Bob Hawk (166)	Dance Orchestra	OT
10:45	United or Not! 10:35 to 10:45 S	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Nat'l Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Music 6:20-6:45 S
6:45	"	P & G Ivory Lowell Thomas (103) R		Sun Oil Co. 3-Star Extra (33)
7:00	Co-op* Headline Edition	P & G Dreft Beulah (110) R	Fulton Lewis jr. (302)	Pure Oil Co. Harkness (27)
7:15	Co-op Elmer Davis	P & G Oxydol Oxydol Show (105) R	Dinner Date	Echoes from the Tropics
7:30	General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (220)	Miles Labs. News of World (153)
7:45	"	Am. Oil-Homm. Ed Murrow (115)	Co-op Mutual Newscast	Miles Labs. One Man's Fam. (152) H R
8:00	Mars, Inc. Can You Top This?	Sterling Drug Mystery Theater (151) R	Count of Monte Cristo S	duPont Cavalcade of Am (154)
8:15	"	"	"	"
8:30	I Fly Anything S	C-P-P Th'thPwdr. Mr. & Mrs. North (152) R	Official Detective S	Lewis-Howe Baby Snooks (167)
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm. Wrigley Life with Luigi (174)	John Steele Adventurer	Liggett & Myers Bob Hope (160)
9:15	"	"	"	"
9:30	"	Philip Morris Truth or Consequences (150)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (151)
9:45	Chr. Sc. Monitor Views the News R	"	"	"
10:00	Met Auditions of the Air S	Rate Your Mate	A. F. of L. Frank Edwards (24)	Lever Bros. Big Town (134)
10:15	"	"	I Love A Mystery	"
10:30	Sterling Drug J. B. Kennedy (287)	Capitol Cloak Room	Dance Orchestra	Brown & Wmsn People are Funny (168)
10:45	Treasury Show 10:35-10:45 S	"	"	"

DAYTIME BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc. (185)	"	Dixie 4 Quartet	We Remember (9:30-10 Spl.)
9:45	"	Trinity Choir	Music	Hudson Coal Co. D. & H. Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (319)	Dr. Peale Art of Living S
10:45	"	Church of Air S	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Christian Ref. Church, Back To God (266)	Faultless Starch Time (50) Spl.
11:15	"	"	"	Morning Serenade (11-11:30 Spl.)
11:30	The Christian In Action S	Invitation to Learning* S	N'western U. Review S	The UN is My Beat
11:45	"	"	"	Doubleday & Co. Edwin C. Hill (41)
12:00 N	Where There's Music S	People's Platform	College Choirs	America United S
12:15 PM	"	"	"	"
12:30	Piano Playhouse S	Howard K. Smith	Wm. Hillman S	The Eternal Light S
12:45	"	Richfield C. Coll.egwood (36)	Dawn Bible Frank & Ernest	"
1:00	Sammy Kaye's Sun. Serenade S	N. Y. Phil. Sym.	News	U. of Chicago Round Table
1:15	"	"	Mr. Mystery	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (261) R	Co-op News	Co-op Robt. Hurleigh	Jack Baker Show S
9:15	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (290)	"	"	"
10:00	Sterling Drug My True Story (216) R	Toni A. Godfrey (166) R	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	"	Lever-Rinso A. Godfrey (179) R	Faith Our Time S*	"
10:30	General Mills Betty Crocker (392) R	Pillsbury Arthur Godfrey (174) R	Dixieland Breakfast Club	Swift & Co.* Red Foley Show (48) Spl.
10:45	Serutan Victor Lindlahr (148)	National Biscuit Arthur Godfrey (176) R	"	Campbell 10:30-11 Double or Nothing (132)
11:00	Philip Morris Modern Romances (228)	Liggett & Myers Arthur Godfrey (189) R	Co-op Ladies Fair	Bristol-Myers Break the Bank (165) M-W-F
11:15	David Am'ty S	"	"	"
11:30	Quick as a Flash S	Cont'l Baking Grand Slam (49)	Lorillard-Kraft* Queen for A Day	Prudential Ins. Jack Berch (141)
11:45	"	P&G Ivory Snow Rosemary (145)	"	Armour Dial Dave Garroway (166)
12:00 N	Phil. Morris, J. Olsen, Luncheon Club (231)	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	Sweeny & March S	Lever Bros. Aunt Jenny (90)	Lanny Ross S*	Pickens Party S
12:30	Nat'l Service	Whitehall Helen Trent (166)	Miscellaneous Program	No Network Service
12:45	"	Whitehall Our Gal Sunday (160)	Burrus, Lt. Crust Dough (MWF)	Manhattan Soap Love & Learn (157)
1:00	Bankhage	P&G Ivory, Spic & Span, Big Sister (148)	Co-op Cedric Foster	Radio City USA M&T, Music W-Th-Fr
1:15	Co-op Nancy Craig	P&G Oxydol Ma Perkins (147)	Luncheon with Lopez	Lou Webb Orgnst., Pickens Party Rpt.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 10 A M)	Coffee in Washington S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	"	Boston Sym. Dress Rehearsal S
9:45	"	Garden Gate Ferry-Morse (183)	"	"
10:00	"	Carnation Family Party (127) R	Miscellaneous Program S	Mind Your Manners
10:15	"	"	"	"
10:30	"	Coca-Cola Refreshment Time, Morton Downey (101)	News	Pet Milk Mary Lee Taylor (151)
10:45	"	"	Helen Hall	"
11:00	The New Junior Junction S	Cream of Wheat Let's Pretend (154) *	US Marine Band	Adventures of Archie Andrews S
11:15	"	"	"	"
11:30	Bill Watson S	Bymart Somerset Maugham (147)	Georgia Crackers	Brown Shoe Ed McConnell (163)
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theater of T'day (177)	Quaker Oats Man on the Farm	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Con. Sta. (154)	"	US Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (181)	News S	Allis-Chalmers Natl. Farm & H. Hour (166)
1:15	"	"	Jerry & Skye S	"

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Music 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Arthur Godfrey Jr. (31)	Pure Oil Co. Kaltenborn (31)
Dinner Date	Playboys
Defense Patriot Hearing	Miles Labs. News of World (152)
Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
The Hidden Truth S	Schlitz Halls of Ivy (179)
"	"
International Airport	Kraft Gildersleeve (151)
"	"
2,000 Plus S	DeSoto-Plym'th Dealers (171) Groucho Marx You Bet Your Life
"	"
Family Theatre S	Bristol Myers Dist. Attorney (188)
"	"
A.F. of L. Frank Edwards (18)	Am. Cig. & Cig. The Big Story (173)
I Love A Mystery	"
Dance Orchestra S	NBC Theatre
"	"

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins Allan Jackson (29)	Repeat of Kid Strips	News of Lionel Ricau S
"	You and the World S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Music 6:20-6:45 S
"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra 32
Co-op* Headline Edition	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Harkness 29
Co-op Elmer Davis	P & G Oxydol Oxydol Show (105) R	Dinner Date	Playboys
General Mills Armstrong of the S.B.I. (162)	Campbell Soup Club 15 (155) R	Amwol Prod. Gabriel Heatter (61)	Miles Labs. News of World (153)
"	Am. Oil-Homm Ed. Murrow (115)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (153) H R
Screen Guild Players S	P&G, Gen. M. F.B.I. (149) R	California Caravan S	Gen. Foods Aldrich Family (152)
"	"	"	"
"	Whitehall Mr. Keen (157) R	Pal Blades Rod & Gun Club (133)	Gen. Foods Father Knows Best (170)
"	"	"	"
Old Gold Orig. Amateur Hour (232)	Electric Auto-Lite, Suspense (178)	True or False	L & M Fatima Dragnet (167) R
"	"	"	"
"	Hall Bros. Hallmark Playhouse (175)	Co-op Reporter's Round-up	Gulf Refining We the People (117)
Lee Hats R. Montgomery (276)	"	"	"
Time for Defense S	Crime Photog.	A. F. & L. Frank Edwards (24)	Screen Directors' Playhouse OT
"	"	I Love A Mystery	"
Sterling Drug J. B. Kennedy (207)	Frankie Carle Orchestra	This Is Europe	OT
Illusion 10:35-10:45 S	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins Allan Jackson (29)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Music 6:20-6:45 S
"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op* Headline Edition	P & G Dreft Beulah (110) R	Fulton Lewis jr 291	Pure Oil Co. Kaltenborn (23)
Co-op Elmer Davis	P & G Oxydol Oxydol Show (105) R	Dinner Date	Playboys
General Mills Lone Ranger (145)	Campbell Soup Club 15 (155) R	Pearson Pharmacal Co. Gabriel Heatte	Miles Labs. News of World 153
"	Am. Oil-Homm Ed Murrow (115)	Mutual Newsreel	Miles Labs. One Man's Fam. (150) H R
Reynolds Tbcco. R. Diamond Prvt. Detective (251)	Songs for Sale	Bandstand U.S.A. S	Nora Wolfe S
"	"	"	"
Equitable Life This Your FBI (286) R	"	Music	Sam Spade S
"	"	"	"
Heinz Ozzie & Harriet (288)	Hear It Now	Air Force Hour S	The Magnificent Montague OT
"	"	"	"
Pac. C. Borax The Sheriff (114)	"	Dance Orch.	Duffy's Tavern *OT
"	"	"	"
Gillette Fights (334)	Phillips Petro. Rex Allen Show *(84)	A.F. of L. Frank Edwards (140)	Pabst Life of Riley (141)
"	"	I Love A Mystery	"
American Sports Page S	Johnny Long Orchestra	Dance Orchestra	Col.-Palm.-Post Sports Newsreel (78)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
6:05 p.m. Saturday Stringz S	News Joe Worshba S	Harmony Rangers	Bob Warren News	6:00 PM
Una May Carlisle S	Memo from Lake Success S	"	Earl Godwin's Washington	6:15
Harry Wismer S	Saturday Sports Review	Organ Music	Squibb & Sons NBC Symphony (166)	6:30
Labor-Management S	Richfield L. Leseuer 38	"	"	6:45
Labor-Management S	Yours Truly Johnny Dollar	Al Helfer	"	7:00
Co-op Bors Ansrews		Twin Views	"	7:15
Buzz Adlam	R. J. Reynolds Vaughn Monroe (166) R	Comedy of Errors 7:30-7:55	Brown & Wmsn Pipe Are Funny (72) Sal.*	7:30
"	"		Noah Webster Says S	7:45
Shoot the Moon S	Wrigley Gene Autry (174)	Ronson Metal 20 Questions 501	Dangerous Assignment OT	8:00
"	"	"	"	8:15
Marry-Go-Round S	Gen. Foods Hopalong Cassidy (150) R	Take A Number	The Man Called "X" *OT	8:30
"	"	"	"	8:45
What Makes You Tick? S	Gen. Foods Gangbusters (150) R	Hawaii Calls	Amer. Tob. Co Your Hit Parade (167) R	9:00
"	"	"	"	9:15
Jay Stewart S	Gen. Foods My Favorite Husband (154)	Lombards USA S	C-P-P Co. Dennis Day Show (147)	9:30
"	"	"	"	9:45
Saturday at Shamrock S	Carter Prod Sing It Again (134)	Chicago Theatre of the Air S	C-P-P Co. Judy Canova (145)	10:00
"	Luden's Sing It Again (140)	"	"	10:15
Dixieland Jam-Bake S	Sterling Drug Sing It Again (141)	"	R. J. Reynolds Grand Ole Opry (161)	10:30
"	"	"	"	10:45

SUNDAY

ABC	MBS	NBC
National Vespers S	Lutheran Hour (Lutheran)	Amer. Trucking Assn., Am. Frm. of the Air (166) R
"	"	"
Dr. Bill Cunningham Preaches	Music with Treadler	The Catholic Hour
"	"	" (News 3 min.)
Southern Baptist Hour	Co-op Bill Cunningham (35)	Mutual Benefit Ins., Bob Considine (160)
"	Washington Report	TBA
This Week Around the World	Challenge of the Yukon	Hormel, Music with the Hormel Girls (42)
"	"	"
Lutheran Hour	Bobby Benson	Miles Labs. Quiz Kids (161)
"	"	"
Gospel Broadcast Old-Fashioned Revival Hour	Under Arrest S	Kraft The Falcon (161)
"	"	"
Author Meets Critic	U.S. Tobacco Wm Gargan Private Investgr (300)	The Saint S
"	"	"
Author Meets Critic	US Army & US Air Force The Shadow	Dimension "X" 5-5:25 S "
"	"	Robt. Trout Norwich Phrmcl 5:25-5:30
Gaudeamus & Radio Greeters Hour	Williamson True Detective Mysteries (472	Trans World Airlines, Mr. & Mrs. Blandings (50)
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (147)	Luncheon with Lopez	Co-op News Ly George Hicks S
Art Baker's Notebook S	P&G Duz Guiding Light (149)	Tony Fontaine & Co.	Love & Learn (Rpt.) (154)
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (58) Quaker (35)	Co-op Heatter's Mailbag	Campbell Soup Double or Nothing (133)
"	P&G Tide Perry Mason (147)	Harvey Harding Sings*	"
Serutan John B. Kennedy	Toni Co. Nora Drake (158)	Say It with Music	General Mills Live Like A Millionaire (75
Frances Scully S	P&G Ivory Fl. Brighter Day (109)	"	"
Benny Rubin Show S	Miles Labs. Hilltop House (148)	Co-op Bob Poole Show	P & G Life-Beautiful (153)
"	Co.-Palm.-Post Starts 7-12 (55)	"	P & G Road of Life (154)
Hannibal Cobb S	Pillsbury House Party (152)*	"	P & G Pepper Young (157)
Talk Back S	"	"	P & G Right to Happiness (155)
Surprise Package S	Col.-Palm.-Post Strike It Rich (134) R	Miscellaneous Programs	Sterling Drug Backstage Wife (147)
"	"	"	Sterling Drug Stella Dallas (147)
Recipe for Listening S	Treasury Bandstand	B&D Chucklewagon	P & G Lorenzo Jones (144)
Ted Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (147)
Big Jon & Sparky S	T-W The Chicagoans Thur.-Fri. St. Louis Mst.	Kal.ogg Mark Trail M-W-F	General Foods When Girl Marries (83)
"	"	National Biscuit Tu.Th. S. Arrow (343)	General Foods Portia Faces Life (92)
Space Patrol S	M-UN in Action T-F-Top Tune Time	Derby Sky King* Tu.-Th. 5:30-6	Whitehall Just Plain Bill (110)
"	Miles Labs. Curt Massey Time (142) R	Kellogg M-W-F 5:30-5:55 Beatty 5:55-6 V. Borge	Whitehall Front Page Farrell (119)

SATURDAY

ABC	CBS	MBS	NBC
American Jazz	Toni Co. Give and Take (158)	Orchestra Jose Melis	Radio City USA
"	"	"	"
Texas Co. Met Opera	Hormel & Co Music with H. Girls (114)	Symphonies for Youth	Battlegrounds for Peace
"	"	"	"
"	Sonolene Galen Drake (73)	"	Slim Bryant & His Wildcats
"	Dave Stephens Show	"	"
"	"	Nasalester Radio Singers	TBA
"	Adv. in Science	"	"
"	Report From Overseas	Dunn on Disco	US Army Band
"	Farm News	"	"
"	Make Way For Youth	Sports Parade S	Musicana
"	"	"	"
"	Cross-Section USA	Brewing Corp. of Am., Carling's Takes You to the Races	TBA
"	"	Hoffman Quintet	"
Tea & Crumpets	Radio Reporter's Scratchpad	Bobby Benson	First Piano Quartet
"	Songs By Symington	"	"
"	Saturday At The Chase	Challenge of the Yukon	The Wayne Howell Show S
Club Aluminum Club Time (28)	"	"	"

Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time is EST.

ABC

8:30-9 AM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.
5:30-6 PM Mon. & Fri., Space Patrol.
5:30-6 PM Tues., Thur., Superman.
5:30-6 PM Wed., Black Hawk.
1-7:05 PM, Mon.-Fri., Edwin C. Hill.
1:30-2 PM M-W-F, American Bakeries Co., Lone Ranger, 68 stations.

CBS

8:30-8:15 AM Sun., General Foods, Sunday Morning Gatherin', 193 stations.
8:30-8:45 AM M-F, General Foods, Ranch Valley Country Store, 63 stations.
11-11:05 AM Sat., Campana Sales Co., Bill Shadel News, 178 stations.
11:30-35 AM Sun., Animal Foundation Inc., Bill Shadel News, 38 stations.
1:30-4 PM M-F, also Sat. 12:45-1 PM, Pillsbury Mills Inc., Cedric Adams, 183 stations.
10-10:30 PM Fri., We Take Your Word, sustaining; split network.

MBS

6:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.
12:25-12:30, 11:25-11:30 AM, Mon.-Fri.; 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., [illegible]-O Reporter, R. T. Babbit Inc.
11:30-12 noon Tues., Thur., Kraft Foods Co. co-sponsors Queen for a Day.
1:55-2 PM Tues., Thur., Bobby Benson, Kraft Foods Co.

NBC

*OT—Operation Tandem programs sponsored by Whitehall Pharmacal et al.
8-8:15 AM Mon.-Fri. Alec Drier, Shelly Oil Co. 36 stations.
4-4:15 AM, Sat. This Farming Business, Shelly Oil Co. 36 stations.
12:30-12:45 AM Mon.-Fri. Cal Tinney, General Mills, 11 stations.

BROADCASTING
TELECASTING
January 29, 1951 Copyright 1951

More advertisers spent
more money on WCAU
in 1950
than in any other year
in WCAU's 28-year history!

WCAU

The Philadelphia Bulletin Station

50,000 watts, CBS affiliate
Represented by Radio Sales

SOS MAGIC SCOURING PADS considering spot announcement campaign. Agency: McCann-Erickson, San Francisco.

J. A. WRIGHT, Keene, N. H. (silver cream), started participation sponsorship on WGN-TV Chicago last week. If test successful television participation campaign will be expanded into other markets. Agency: Lambert & Feasley, N. Y.

REISS DAIRY, Sikeston, Mo., appoints Harold Kirsch Co., St. Louis, to handle advertising and merchandising. Extensive radio campaign being used.

BALLARD & BALLARD, Louisville (Oven Ready Biscuits and grocery products), sponsoring two or three participations in daytime home economics TV shows each week in seven markets indefinitely. Cities: Memphis, Detroit, Huntington, Oklahoma City, Atlanta, Birmingham and St. Louis. This is first use of TV spot except for initial test in Louisville, the home market. Agency: Henri, Hurst & McDonald, Chicago.

REED PRODUCTS Co., St. Louis (Inergel Tablets), appoints Dorrance-Waddell Inc., N. Y., to handle advertising.

FRIEDMAN-SHELBY branch, International Shoe Co., St. Louis, (Red Goose shoes), expands its Saturday morning, half-hour *Movies for Kids* from 9 to 19 markets in mid-February through Henri, Hurst & McDonald, Chicago. Contracts for 52 weeks.

LOS ANGELES BREWING Co., L. A., names Warwick & Legler, N. Y., to handle its $1.3 million advertising account for Eastside beer.

MAHER SHOE STORES, Toronto, sponsoring weekly half-hour transcribed *Henry King Show* for one year on seven Ontario stations. Agency: Woodhouse & Hawkins, Toronto.

C & W FROZEN FOODS, San Francisco, appoints Ley & Livingston, same city, to handle advertising. Radio and television will be used.

WETHERBY-KAYSER SHOE Co., L. A. (California retail chain), appoints Yambert, Prochnow, McHugh & Macaulay Inc., Beverly Hills, to handle advertising. Radio-TV spot campaign contemplated in March for Easter trade.

new business

MARIE DESIGNER Inc., L. A. (contour chair lounges), appoint Walter McCreery Inc., Beverly Hills, to handle advertising.

BAR-DOL-PRODUCTS Corp., Montreal (lubricants), March 15 starts spot announcement campaign on 26 eastern Canadian stations. Agency: Walsh Adv. Co., Montreal.

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnot), names Henri, Hurst & McDonald, Chicago, to handle radio portion of its account. Agency has handled rest of account for 15 years.

BOVRIL (CANADA) LTD., Montreal (food products), running spot announcement campaign on eastern Canadian stations. Agency: Ronalds Adv. Agency, Montreal.

Network Accounts . . .

ANDREW JERGENS Co. (lotion) sponsoring Wed.-Fri., 4:15-4:30 p.m. segment of Kate Smith NBC-TV program. Agency: Robert W. Orr & Assoc., N. Y.

STERLING DRUG INC., N. Y. (Bayer Aspirin, Molle Shaving Cream), to sponsor *News of Tomorrow*, 10:30 p.m., ABC, starting April 2. Agency: Dancer-Fitzgerald-Sample, N. Y.

BULOVA WATCH Co. has renewed sponsorship through June of 9-9:30 p.m. segment of *Frank Sinatra Show*, CBS-TV, 9-10 p.m. Sat. Agency: Biow Co., N. Y.

GENERAL MILLS, Minneapolis (Kix), has bought 6:30-7 p.m. EST por-

(Continued on page 81)

FIRST in Georgia's third market...

FIRST (power) 5000 W

Georgia's 3rd market is a buying market. 1950 retail sales exceeded $110 million. 1951 will be greater because of the new $600 million AEC Hydrogen Bomb Facilities Plant, the Clark's Hill Dam and Camp Gordon operating at full capacity.

WRDW's powerful 5kw signal dominates the Augusta market, day and night. We have figures to prove it. Or ask Headley-Reed for complete information.

FIRST in selling power...

FIRST in the market (oldest station)

FIRST Hooper-Wise

According to the latest Hooper Survey, WRDW is first in more 30-minute periods than all other Augusta stations combined. WRDW, with a 30.2 in total rated periods, is a Big First in the market.

WRDW

CBS for Augusta, Ga.

open mike

McFarland Pledges

EDITOR:

. . . The majority leadership . . . duties have been especially heavy during the last few days in connection with assuming this post . . .

. . . The position . . . is probably more difficult now than at any time in our history. I will do my level best to discharge my responsibilities conscientiously and prudently. . .

Ernest W. McFarland
United States Senate
Committee on Interstate and Foreign Commerce
Washington

* * *

TV or 'tv'?

EDITOR:

Perhaps I'm overly [and unduly] conscious of possible results in the usage of type to convey ideas.

When the human voice is not available, then type is resorted to. I'm glad you use it to tell everybody what is going on in Broadcasting.

By just capitalizing that word Broadcasting, you don't know whether I mean the Industry or your Publication . . . as both are of real stature and importance. So, I mean both!

All the above by way of preamble to this offered suggestion; when, in speaking of television, by using the short form "TV" and, using the word "radio" to mean the broadcasting of sound unaccompanied by sight at the same time, it often appears thusly . . . "radio and TV." Capitals generally carry more emphasis than lower case . . . so "TV" gets more attention . . . or results in a stronger impression than "radio" in lower case.

Perhaps the relative values would be better expressed if, in all instances, we either used this form —"Radio and TV" or "radio and tv."

W. B. McGill
Advertising Manager
Westinghouse Radio Stations Inc.
Washington, D. C.

[EDITOR'S NOTE: We believe Mr. McGill, one of the nation's foremost type experts, has a point. For example, WOR New York, identifies its television affiliate as WOR-tv. Reason for capitalizing TV in past has stemmed from use of AM and FM in caps. But it's never too late to change, if there are cogent reasons for it. The editors invite short comments.]

'Lasting Value'

EDITOR:

I consider the BROADCASTING & TELECASTING magazine the finest in its field and I can assure you that I plan to have it in my library always. Since I feel that every issue has articles of lasting value I see that they are filed in order. That way they're available when I want them. . . .

Walter Gaines
General Gas Light Co.
Kalamazoo, Mich.

* * *

No Sympathy

EDITOR:

I was very interested in the article on page 38 of the Jan. 1 issue on "Mail Order Deals."

Unfortunately, I have no sympathy with the stations that have been accepting PI business only to find that the advertisers are not responsible parties.

We had one experience with a Pacific Northwest agency that sent a firm order with check for a mail order deal. We thought that, at least, paying for the advertising in advance they would take care of the customers. We refunded almost as much money as we got however, when the merchandise was not delivered on time and did not live up to its advertised claims.

I would like to see you continue to hammer away as you have done editorially against broadcasters taking business on a contingent pay out of PI basis. As long as we have broadcasters who are willing to prostitute their own business, we certainly cannot present a very strong competitive force against other media. I see no reason why we should not have agency recognition as many have recommended. Certainly we investigate every agency before we accept business. There are too darn many of them who operate on the media money, and are slow in paying their bills. . . .

R. T. Mason
President
WMRN Marion, Ohio

* * *

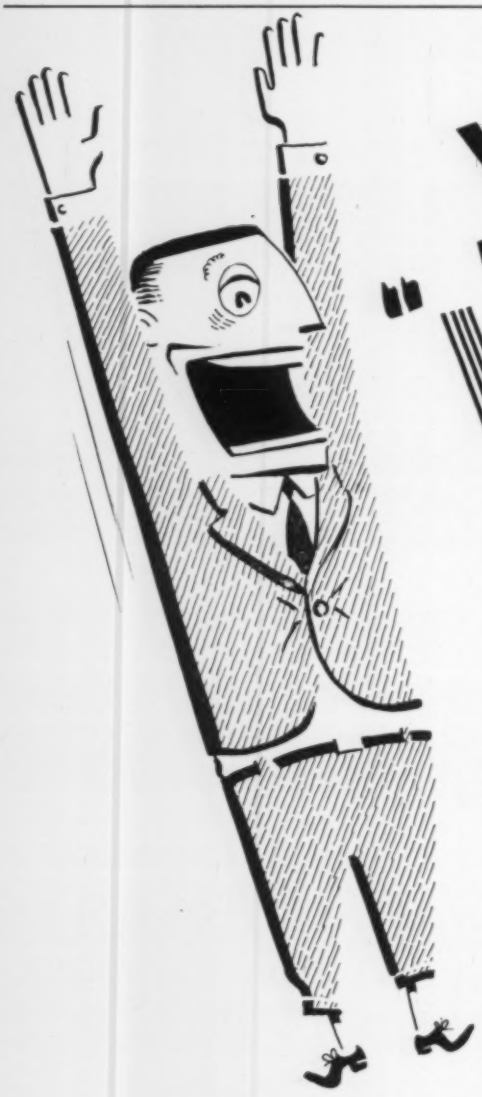
'Be Gay, Go USA'

EDITOR:

I think one of the greatest things lacking in our present federal government is a good propaganda and public relations setup for the people of Europe and Asia.

Therefore, I would like to suggest . . . the possibility of using five top advertising agencies in the United States today to do a consistent job of selling the American people to other lands. As you well know, advertising agencies have the knack of selling most anything to us in the way of products and I can see no reason why the American Way of Life should not be sold to other countries on the same basis as soap is sold to the

(Continued on page 45)



WGR REALLY MEANS "WOW!" IN BUFFALO

Thanks to the best wave length on the dial, WGR's 5000 watts reaches western New York's prosperous markets with radio's biggest dollar's worth in this area. BIGGER COVERAGE with top-rated programs . . . Columbia and local . . . makes WGR the best buy in Buffalo.

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representative, Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry

COLUMBIA NETWORK

You're the Doctor

Only $75.00 Per Month the First Year and just $50.00 Per Month Thereafter

Check up on the Capitol Custom Library. You'll find this new transcription service plan as sound as a dollar used to be.

It makes sense. You SELECT your basic Custom Library from Capitol's complete Transcription Library — you SELECT all additions and exchanges. Result, you have a concentrated library service of just what you need and want. A potent hypo for your musical programming!

You save dollars. Since this Custom Library Plan eliminates supplying you with transcriptions you don't need, Capitol eliminates wasted pressings expense. Result, a big savings!

You Pay —

IT'S THE LIBRARY YOU WANT AT THE PRICE YOU WANT TO PAY... CHECK UP ON THE CAPITOL CUSTOM LIBRARY TODAY

Write or wire for Custom Library and Bonus Information

CAPITOL RECORDS, Inc., BROADCAST DIVISION
Sunset and Vine • Hollywood 28, Calif.

Capitol
REG. U.S. PAT. OFF.
RECORDS, INC.
BROADCAST DIVISION

SPARTANBURG

(township)

1950

U. S. Census

POPULATION

67,888

Spartanburg is the "Hub City" of South Carolina's highly industrialized Piedmont section.

The City of Spartanburg is ringed in with textile mills and the homes of well paid operatives who turn out a great portion of the nation's textiles.

These textile mills began migrating from New England to the Piedmont section over a quarter of a century ago. They were established just outside the city limits of Spartanburg. (Spartanburg has not changed its city limits since 1886).

The growth of Spartanburg is reflected in the new U. S. census population of 67,888 for the township of Spartanburg, which covers most of the metropolitan area of the city. Within a ten-mile circle of the City of Spartanburg reside 100,000 people.

In Spartanburg County, where a fine balance exists between industry and a diversified agriculture, there are 147,844 people (1950 census), with retail sales in excess of 100 million dollars.

Covering Spartanburg and this thickly populated and high income area is WORD—SPARTANBURG'S BEST RADIO BUY!

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

● See HOLLINGBERY

agency beat

PAUL M. BROWNE, freelance radio-TBV producer, named vice president Abbott Kimball Co., S. F.

RALPH W. HOBBS appointed vice president in charge of business promotion Ray C. Jenkins Adv. Agency, Minneapolis.

ROBERT F. MILLAR, treasurer and secretary Steller, Millar & Lester Inc., L. A., named president. **HELEN V. MILLAR**, president, appointed treasurer and secretary. **GEORGE BALSAM**, account executive, named vice president.

LEE RANDON to Henri, Hurst & McDonald, Chicago, as assistant to **SCOTTY KECK**, radio TV director. Mr. Randon was assistant director Ruthrauff & Ryan, same city.

PATRICK H. CRAFTON appointed director of radio-TV at Richard N. Meltzer Adv. Agency, S. F. Was with WRGB (TV) Schenectady, WEWS (TV) Cleveland and KRON-TV San Francisco.

ROBERT E. MOORE, vice president Ross Roy-Fogarty Inc., Chicago, to C. Wendel Muench & Co., same city, as merchandising director.

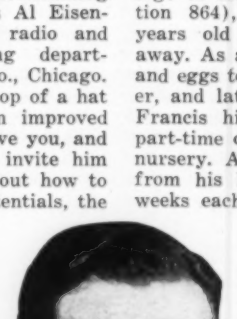
L. J. WIEGAND, advertising and promotion manager Cincinnati Indus-

(Continued on page 15)

on all accounts

ONE OF advertising's most vocal advocates of a uniform method of determining a station's coverage is Al Eisenmenger, head of the radio and television time buying department of Leo Burnett Co., Chicago.

Al will talk at the drop of a hat about the need for an improved BMB, BAB, or what have you, and industry leaders often invite him to discuss his ideas about how to evaluate a station's potentials, the composition and penetration of its audience, before groups of broadcasters.



AL

Although just turned 40—and looking younger, which prompts him to reveal his birth date "off the record"—Mr. Eisenmenger has had unusually broad experience in many phases of radio and advertising. As a young studio engineer at NBC, he was one of the founders of NABET. He has been in charge of program production on some of the nation's largest advertising accounts, and is an authority on talent contracts.

One is led to wonder where Al got his nickname, because his initials are E. G. All he tells you is the Al comes from the "E." The "G" stands for George.

Al was born on his father's 160-acre farm, but moved into the village of Humphrey, Neb. (population 864), before he was three years old when his dad passed away. As a boy, he delivered milk and eggs to help support his mother, and later, while attending St. Francis high school, he worked part-time on farms and in a local nursery. Although he was absent from his high school classes six weeks each year during the corn picking season, Al maintained the highest scholastic average in his class.

After graduating from St. Francis, he was another farming Eisenmenger for two years, then got the urge to become a radio operator. He went to Omaha, but could find no part-time work to finance his education, so went to Chicago. Thirteen months after enrolling at the Chicago Radio Institute, he got an operator's license. He worked his way through the course by "toting" boxes in the shipping room of a hardware concern, and later as assistant in a U. of Chicago biological research laboratory.

Al's first full-time job was making radio parts for Universal

(Continued on page 44)

★NEWS DIRECTORS SAY "WOW News is BEST!"

At its recent convention The NATIONAL ASSOCIATION Of RADIO NEWS DIRECTORS awarded to WOW a plaque for...

"OUTSTANDING PREPARATION AND PRESENTATION OF THE NEWS"

• When 400 men in the same profession agree that WOW'S news presentation is the best, it *MUST* be good.

Last year the WOW NEWS DEPARTMENT broadcast, to the more than 485,000 families in WOW-LAND, 77,237 news stories, an increase of 1,785 stories over the previous year.

RIGHT NOW NEWS is the Hottest Advertising Buy in Radio...

RADIO WOW OMAHA

FRANK P. FOGARTY, General Manager
JOHN BLAIR CO., Representatives

PUERTO RICAN advertising agency Publicidad Badillo Inc., San Juan, last month celebrated its sixth anniversary of service to the island which boasts the largest per capita consumption of U. S. manufactured goods in the world. Agency planning board includes (l to r): R. Hernandez, assistant radio director; R. A. Fornier, vice president in charge of production, formerly with The New York Times; R. Martinez, account executive; S. E. Badillo, president, and A. R. Moll, vice president, formerly production manager of NBC's International Division, New York.

Agency Beat

(Continued from page 14)

tries Inc., to Guenther, Brown & Berne Inc., same city, as account executive.

SAM WOODALL, production manager WINN Louisville, to Krupnick & Assoc. Inc., St. Louis, in account service department .

JOHN BUTLER, Buchanan & Co., S. F., to Brisacher, Wheeler & Staff, S. F., as radio and television producer.

JULES KOPP, art director Erwin Wasey & Co., L. A., appointed vice president.

HAROLD M. SCHNEIDER, president Schneider, Cardon Ltd., Montreal, has purchased all shares owned by Norman Cardon and has appointed **J. GERALD GALES** as senior account executive. Mr. Gales has been radio director of a Montreal agency.

STEPHEN GOERL ASSOC. Inc., N. Y., elected to membership in American Assn. of Advertising Agencies.

GEORGE ALLEN DANCHUK, to Biow Co., Hollywood, as art director and production manager. Was art director, Sears Roebuck & Co., and North American Aviation. He succeeds **E. C. WILLIAMS**, recalled to active service as officer, Army Engineers.

CLAUDE C. WIMPERLY, senior account executive McKim Adv. Ltd., Toronto, to manager of Vancouver office of agency.

RICHARD VROOMAN, Harry Bonath Art Service, Seattle, to Sidney Garfield & Assoc., S. F., as art director.

FRED MAY, BBDO, S. F., to Guild, Bascom & Bonfigli, S. F., as media and production manager. He replaces **FRED BYRON**, resigned. **WILLIAM HOFFINE**, treasurer Potts-Turnbull, Kansas City, appointed treasurer.

EVERETT DOTEN, account executive Long Advertising Service, S. F., ordered to active duty with Air Force in Washington, D. C.

NELSON WINKLESS, copy group chief BBDO, N. Y., to San Francisco office in same capacity.

JOHN McKENNEY BINGHAM forms new agency under his own name, formerly known as Toronto office of Russell T. Kelley Ltd. **J. HARRY TITHERINGTON** appointed vice-president and **IRENE PORTER** named secretary-treasurer of new agency with headquarters at 86 Adelaide St. East, Toronto.

H. E. ROBERTS Inc., Philadelphia, changes name to **H. H. DuBOIS Inc.**

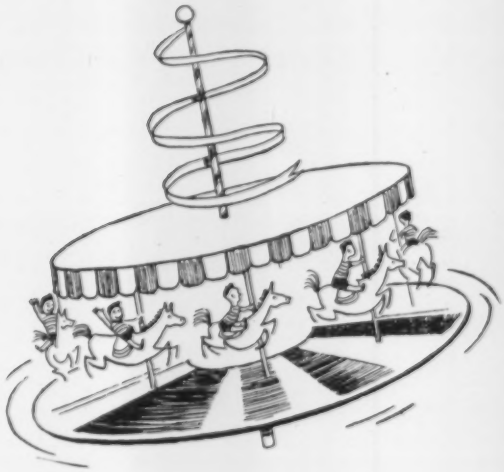
JOSEPH P. McLAUGHLIN, director public relations Thomas J. LaBrum, Phila., opens own agency, The Beacon Agency Inc. **JOHN J. McLAUGHLIN**, Neal Ivey Agency, Philadelphia, will be associated with him. **SUZANNE ROBERTS**, local radio-TV producer, will handle radio-TV production for new firm.

BOY SMITH, DICK EVANS and **JACK DOONAN**, Shawl Nyeland &

(Continued on page 54)

WANT A GOOD RECEPTIVE AUDIENCE AT A GOOD LOW COST

In the Rochester, N.Y. Area?



BUY IN WHAM'S "Midnight Merry-Go-Round"

WHAM's 11:20 P.M. to 12:30 A.M. coverage stretches over 23 New York counties, plus the huge bonus territory you get from a clear channel at night. There's always a sizable, receptive audience tuned to Bob Keefe's platters. And—just to put frosting on this late-hour cake—there's a late news summary at midnight and a sports roundup at 12:05.

See your Hollingbery man for details about lowest cost availabilities on "Midnight Merry-Go-Round"

WHAM

The Stromberg-Carlson Station
ROCHESTER, N.Y.

Basic NBC—50,000 watts—clear channel—1180 kc

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's **results** are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
980 KC

feature of the week

SOME advertisers may still prefer newspapers to the complete preclusion of radio, but in St. Joseph Valley one appliance distributor, heretofore sold only on black and white, has really pulled out the stops in its first baptismal plunge into radio.

This fact is happily reported by WJVA Mishawaka, Ind., whose sales manager, Charlie Sharpless, has wrapped up negotiations with McCaffery Electric Co., South Bend Westinghouse distributor, for 10 weekly 15-minute programs on the station. The contract is for 52 weeks. Mr. Sharpless is radio consultant to the firm.

First Radio Use

The occasion marked the first time that the distributor has included radio in its long-range advertising plans. According to WJVA, the McCaffery Co. believes that radio, "with its friendly and entertaining approach with the right programming, will more closely associate Westinghouse in the minds of present and future buyers of household appliances."

Signing for the WJVA program schedule is J. J. McCaffery Jr., assistant general manager, McCaffery Electric Co. Looking on are Mr. Sharpless (l) and Bob Clancy, merchandise sales manager.

* * *

strictly business

Mr. OGDEN

CLIFF OGDEN's entrance into radio in 1932 can be described as inauspicious, unpaid but loud. It was as second tenor of a male quartet on KFOR Lincoln, Neb., when he was in high school. Since then his musical bent, apparent at an early age in the form of trumpet blowing as well as singing, has served him in better stead. He now receives payment in his present capacity as general manager of the Broadcast Division of Capitol Records Inc., Hollywood.

There is no indication as to whether his singing hastened or hindered his departure from high school in Lincoln, but he was graduated from there in 1934. Early schooling was gathered in that city and Paola, Kan., where he was born Clifford Eudell Ogden in 1915. Following high school he received further formal education at Pasadena Junior College, Pasadena, and U. of Nebraska, Lincoln, where he majored in music.

About this time the urge to get into radio hit him again and he left school to go on the road peddling syndicated shows to stations. The following year, in 1938, June Carlson, an artist in costume designing at Paramount Pictures, was influential in making Cliff decide to desert his bachelorhood and the call of the open road for a more stationary job.

In December of that year he became a salesman at KTMS Santa Barbara, Calif., where he told one of the few lies of his otherwise untarnished career. In order to become eligible for the $2 weekly additional salary afforded married men, Cliff unblushingly told Frank Webb, then station manager and now general manager of KFH Wichita, that he was a member of that happy group. The following month he squared things with his

(Continued on page 46)

Radio Market Data for Oakland, California

1. How many people?
There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 steady listeners.

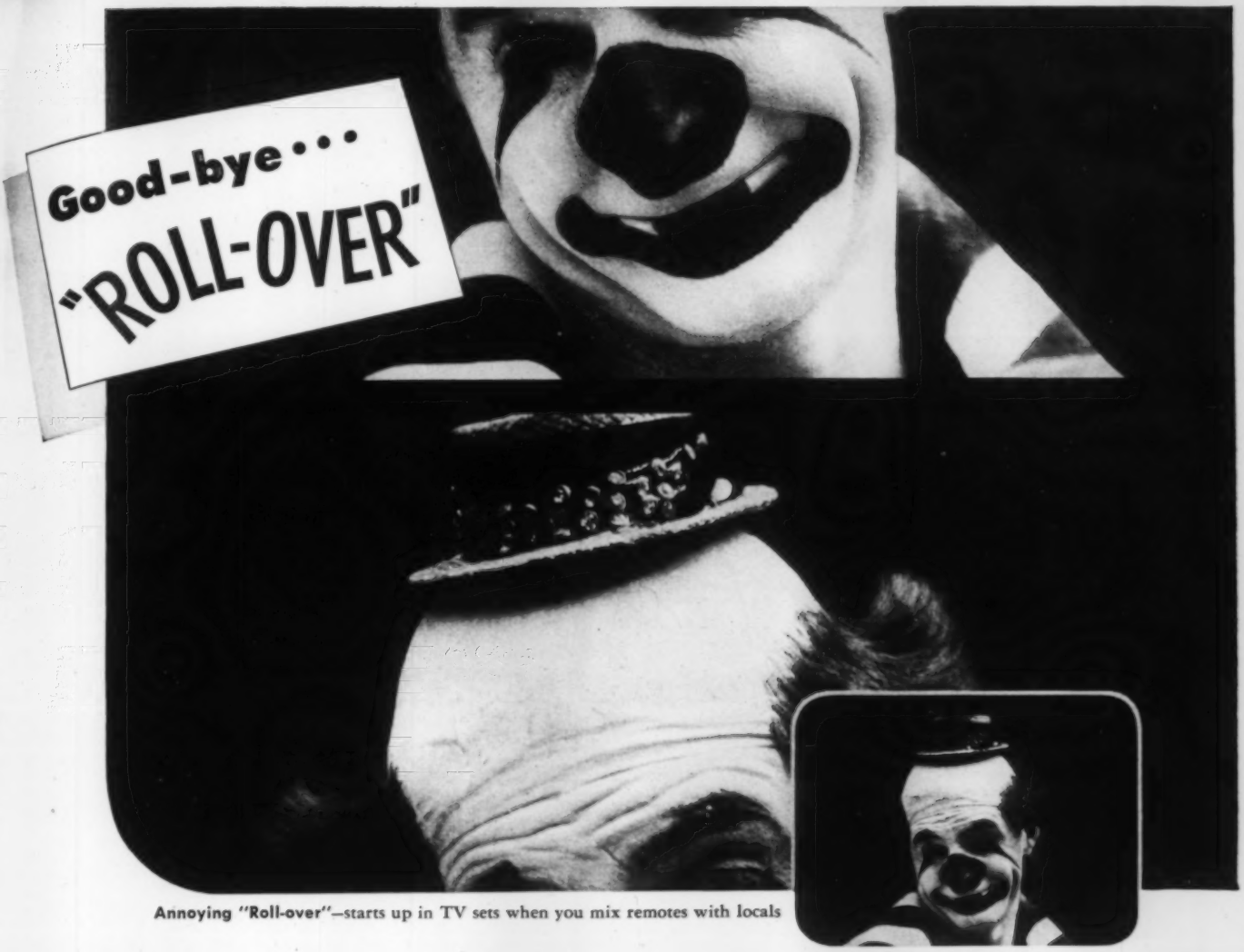
2. How rich are they?
Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?
KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper . . . and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?
No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results . . . and promotion?
Just send for success stories in your field. Also, KLX has won 7 national awards for sound promotion.

KLX
TRIBUNE TOWER • OAKLAND, CALIFORNIA
Represented Nationally by
BURN-SMITH CO., INC.



Annoying "Roll-over"—starts up in TV sets when you mix remotes with locals

Good-bye "Roll-over"! The RCA TV GENLOCK tightly locks your local and remote sync generators together—*instantaneously and automatically.*

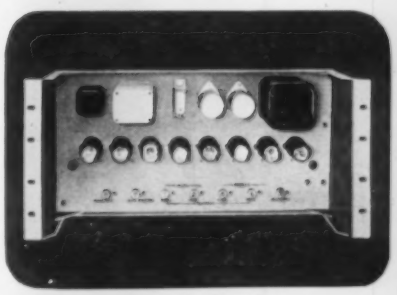
RCA's TV Genlock TG-45 ends picture slipping when you "lap dissolve" and "superimpose."

Now you can lock two entirely different programs together—remote or local—and hold pictures steady *right through switching!* No manual adjustments of phasing to fiddle with. No extra equipment needed at remote pick-up points. Here's how the GENLOCK works.

Located in your main studio, this simple unit compares the signal of your remote sync generator with the signal of your local sync generator. The difference in the phasing of the pulses produces an "error" signal which locks your local generator as a "slave" to your remote generator as a master. This enables you to treat remote signals as local signals—and switch back and forth without picture "roll-over," *no matter where your program originates!*

The RCA GENLOCK is simple in design, completely automatic in operation—"locks-in" much faster than you can switch. It fits any standard 19-inch TV rack.

Give your programming a lift. Switch as you please between programs for variety and for special effects. It's easy with a GENLOCK. For more information call your RCA TV equipment representative. Or write Dept. 19AE, RCA Engineering Products, Camden, N. J.



RCA GENLOCK, Type TG-45. This is the simple, automatic system that electrically locks two separate television pick-up systems together.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 40, No. 5 WASHINGTON, D. C., JANUARY 29, 1951 $7.00 A YEAR—25c A COPY

CHART FOR NEW NAB-RADIO-TV *Faces Board This Week*

By J. FRANK BEATTY

A BRAND new structure for NAB, adapting it to serve both aural and visual stations, is scheduled to emerge this week from the NAB board's winter meeting in Belleair, Fla.

If a workable federation isn't evolved, then the industry faces prospects of a wide open radio-TV split.

It appeared at the weekend, however, that a series of meetings started Friday night stood a good chance of producing a formula suitable to NAB's present aural members and the 70-odd TV stations that launched the NAB-TV project in Chicago Jan. 19 [BROADCASTING • TELECASTING, Jan. 22].

The reorganization proceedings got under way in Miami Friday evening as the NAB-TV Steering Committee, plus other TV board members, began putting in black-and-white the principles approved at Chicago.

TV stations are on record with a loud demand for autonomy, and lots of it. Many of the stations that signed the pledge at Chicago—perhaps three-fourths of the 107 network stations—want to come under the NAB banner but don't want aural stations exercising control over their own NAB-TV.

Order of Agenda

Because all NAB board actions this week depend on what's done about television, the topic gets top priority when the board convenes Wednesday morning. Before the week has ended, the following major problems are to be solved during the series of board and committee meetings:

- Chart the NAB and NAB-TV federation.
- Find ways of making it work.
- Get the greatly expanded Broadcast Advertising Bureau working under full steam.
- Find a new general manager for NAB to succeed William B. Ryan, now slated to become BAB president Feb. 1 under a five-year contract.
- Devise ways of raising perhaps a million dollars to finance NAB, NAB-TV and BAB.
- Staff these three operations.
- Dispose of all the other association business [BROADCASTING • TELECASTING, Jan. 22].
- And finally, attract all four TV networks into NAB-TV.

At the weekend NBC appeared ready to go along with NAB-TV, assuming the Chicago program is carried out. ABC's top staff hasn't yet conferred on that network's final position. CBS is waiting to see what comes out of the Florida proceedings. DuMont, still having favorable memories of Television Broadcasters Assn., wants to see what NAB-TV looks like a week from now.

Chris J. Witting, DuMont's general manager, told BROADCASTING • TELECASTING "DuMont wants to get in NAB-TV, but we won't let TV be watered with radio," despite the need for a trade association. He recalled TBA did "a fine job" with a tiny budget. "We're not buying anything in advance," he reminded.

At NAB headquarters it was pointed out that the association has at no time envisioned a merger with TBA but on the other hand was trying to give TV stations a chance to organize within the fully equipped NAB framework.

Probably few board meetings in a decade have faced so many potentially hazardous issues. At the same time, radio and TV officials throughout the industry have set the basis for an amicable and unified NAB federation and they enter the week determined to settle differences and start a new era in association affairs.

Friday Session

The NAB-TV Steering Committee was to convene Friday evening at Miami on the *Verlaine*, yacht owned by George B. Storer, president of Fort Industry Co. Slated to attend the meeting, lasting through the weekend, were Eugene S. Thomas, WOR-TV New York, chairman of the NAB-TV board, and Robert D. Swezey, WDSU-TV New Orleans, vice chairman. Both are NAB-TV directors. With Mr. Storer they comprise the NAB-TV Steering Committee.

Expected to join them at Miami were Campbell Arnoux, WTAR-TV Norfolk, Va., and W. D. Rogers Jr., KEYL (TV) San Antonio, both members of the NAB-TV board. The *Verlaine* is a combination sail and diesel, with radiotelephone.

Armed with results of the weekend conference, members are slated to fly across Florida to Belleair Monday morning for the NAB board finance and by-laws committee meetings.

Frank M. Russell, NBC Washington vice president, and Mr. Witting were expected to represent their networks at Belleair when the NAB board takes up the reorganization question Wednesday. CBS and ABC had not indicated at the weekend they would be represented at Belleair. Other NAB-TV board members were invited to take part if they could make arrangements in the short time.

How many boards will there be in NAB and NAB-TV?

A tentative redrafting of the NAB by-laws would set up an NAB-Radio board and an NAB-TV board, though the matter of names isn't too clear.

These would meet jointly as the top board of directors, probably consisting of 25 members of the present board (minus the two TV

(Continued on page 24)

BAB AIMS AT ANPA *Answers Strike Ads*

BROADCAST Advertising Bureau has taken sharp-eyed aim at as big a sitting duck as a marksman could want—the chest-thumping newspaper ads placed by the American Newspaper Publishers Assn.'s Bureau of Advertising, claiming Pittsburgh went to pot during the recent newspaper strike.

The full-page ad, which ran in many newspapers within the past few weeks, was headed: "What Happens when Newspapers Don't Hit Town?" and, answering its own question, the Bureau of Advertising listed a host of unhappy developments that BAB, in its attack, characterizes as "misleading" and full of "hog-wild fallacies."

In the introduction, the BAB brochure, which will be published this week, points out that BAB "doesn't question the importance of newspapers to any city and its people . . . but BAB—together with all radio—does take exception to misleading statements that pepper this entire advertisement. Any respect for the intelligence of public and advertisers alike demands honest presentation of the true facts. . . . BAB believes that any thinking executive, whether advertiser or agencyman, will instantly discern the hog-wild fallacies in this widely published, chest-thumping advertisement." The brochure was prepared under the direction of Hugh Higgins, BAB director.

Contradicts Statement

In its ad, the Bureau of Advertising said: "Business, big and small, took a beating."

BAB draws on the Nov. 30 issue of the *Pittsburgh Business Review*, an authoritative publication of the U. of Pittsburgh's Bureau of Business Research, for a contradition to the newspaper bureau's statement. The *Review* said:

"Aside from the loss in pay of the several thousand employes of the newspapers, the strike apparently had little effect on the total economy in the district."

The next month's issue of the same publication pointed out that "business activity in the Pittsburgh district held near record levels in the first three weeks of November"—which was during the strike. The *Review* also reported that retail sales in October, also during the strike, were "relatively high for the month."

In its ad, the Bureau of Advertising said the sales of 10 department stores took a "nosedive during newspaperless October." Comparing October 1950 with October 1948 (rather than with October 1949, when coal and steel strikes drastically slowed the retail market), the bureau said the sales for these 10 stores were down 8.6%.

BAB points out what the Bureau of Advertising neglected to mention—that department stores nationally declined 6% in that month, and further, BAB says, the

(Continued on page 32)

WYATT & SCHUEBEL

New Agency Service

REGGIE SCHUEBEL, radio and television director of Duane Jones advertising agency, and John M. (Jack) Wyatt, radio and television head of Grey Advertising, have resigned their positions effective Feb. 15 to create a new agency service to be known as Wyatt & Schuebel.

The firm will assemble, plan and produce radio and television programs, including the buying of both spot and network time for advertising agencies.

Among agency clients already signed by the organization are Doyle Dane Bernbach Inc., New York, and Honig-Cooper Co., San Francisco. Others are to be revealed within a fortnight.

Besides serving as production consultants for Duane Jones, Wyatt & Schuebel will function, in effect, as the radio and television departments in New York for out-of-town agencies.

Miss Schuebel, a 20-year veteran in the industry, has served previously with the Biow Co. where she innovated the Bulova Watch spot radio campaign as well as produced the Philip Morris programs, including *Crime Doctor*, *Johnny Presents*, *The Philip Morris Playhouse*, and *What's My Name* for Dunhill. For Eversharp she produced *Take It*

Miss SCHUEBEL

* * *

Mr. WYATT

* * *

Or Leave It and for Camels she created *Thanks to the Yanks*.

As radio and television director for the Duane Jones Co., since 1942, she has supervised the following programs: *We Love and Learn*, *Mennen Shave Time* and Sweetheart Soap show. Miss Schuebel directed the spot announcement campaigns of the Hudson Paper Co. and Mueller Products. In addition she bought and supervised *One Man's Family* in television.

Mr. Wyatt, an important radio figure for 17 years, has recently held the position of radio and television director at three agencies: Grey Advertising Co., Cecil & Presbrey and, before that, Buchanan Co.

During his tenure at the various agencies he has handled the radio and television advertising for the Texas Co., Paramount Pictures, Philip Morris (daytime programs), Ronson and the Block Drug Co., among others.

As executive in charge of radio and television he has been responsible for such network shows as *Twenty Questions*, *Robert Montgomery Show*, *Wrestling with Dennis James* and *Hands of Mystery*.

Wyatt & Schuebel has established offices at 40 E. 51st St., the Penthouse, and will deal directly with agencies and packagers.

Among the accounts handled by Doyle Dane Bernbach are BVD, Croton Watches, Barton's candies, *Book of Knowledge* and Ohrbach's.

Honig-Cooper already has assigned to Wyatt & Schuebel, handling of *Famous Jury Trials* over DuMont for Swiss Colony Wines.

RIGGIO RETIRES

Leaves American Tobacco

VINCENT RIGGIO, chairman of the board and a director of the American Tobacco Co., New York, last week resigned his post to retire. Mr. Riggio, who is 75, has completed 44 years with the company, including the last three years as president and one year as chairman of the board.

Mr. Riggio was named president succeeding the late George Washington Hill, and was elected chairman of the board on April 7, 1950, at which time Paul Hahn became president. No successor to the post of chairman of the board is expected. Mr. Hahn continues as president.

Greystone Show

GREYSTONE CORP. (publishing house) sponsored one-time 10-10:15 a.m. segment of *No School Today*, 9-11 a.m. over ABC, Jan. 27, to promote its children's record guild. Huber Hoge & Sons, New York, is agency for the publishing house which also has taken an option for the following 12 weeks.

WWDC TO MBS

Becomes Washington Key

WWDC Washington, 5 kw independent station, will become the Capital outlet for Mutual Broadcasting System effective March 11, it was announced last week by network and station officials.

Under terms of the affiliation agreement, announced Friday by E. M. Johnson, MBS vice president in charge of station relations, and Ben Strouse, WWDC vice president and general manager, WWDC will serve as Washington origination point for the network, replacing WEAM Arlington, Va. WASH-FM continues as MBS' FM affiliate. WWDC is licensed to Capital Broadcasting Co.

WWDC studios and engineering facilities have been utilized by Mutual for all Capital originations since February 1950 when MBS switched its affiliation from WOL to WEAM. At that time, WWDC and WOL exchanged offices and facilities, including frequency and power [BROADCASTING • TELECASTING, Feb. 20, 6, 1950].

MBS was understood to have made the latest affiliation shift in the belief that it would receive better all-around coverage and more convenient origination points. WWDC operates with 5 kw full time on 1260 kc, with location at 1627 K St., NW. Washington, former power, wave-length and location of WOL. WEAM is assigned 1390 kc with 5 kw directional, with offices in Arlington, Va.

Participating in arrangements for the affiliation were, in addition to Messrs. Johnson and Strouse, Robert Carpenter, eastern director of station relations for MBS, and Thomas M. Dowd, of the law firm of Pierson & Ball, Washington.

TWO FOR ABC

KSO, KSCJ Join June 14

KSO Des Moines and KSCJ Sioux City will become affiliates of ABC effective June 14.

KSO, now a CBS affiliate, is a fulltime station operating with 5 kw on 1460 kc. The station is owned by Murphy Broadcasting Co. and is managed by S. H. McGovern. It replaces KRNT Des Moines which becomes a CBS affiliate in June [BROADCASTING • TELECASTING, Dec. 18, 1950].

KSCJ, also a former CBS affiliate, is a fulltime station operating with 5 kw on 1360 kc. It is owned and operated by Perkins Brothers Co. and managed by Eugene T. Flaherty. Station replaces WNAX Yankton, which serves the Sioux City area and became a CBS affiliate.

FEW ELECTED

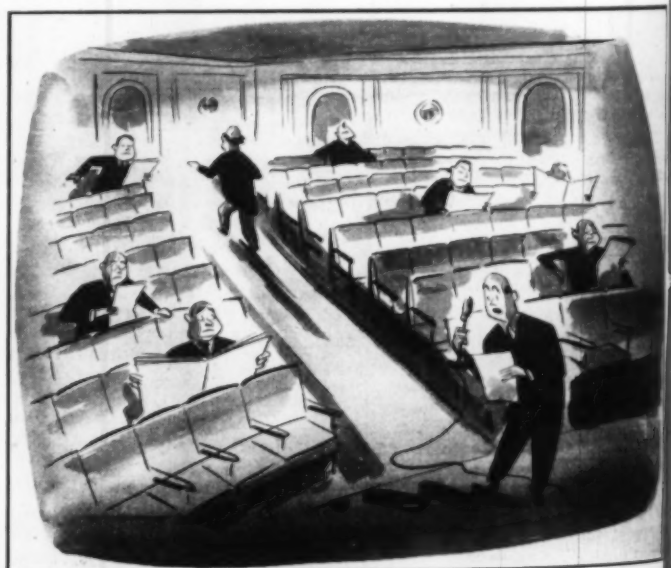
Liggett & Myers President

BENJAMIN F. FEW, director and senior vice president of Liggett & Myers Tobacco Co., has been elected President of the firm succeeding J. W. Andrews who, pursuant to the company's employes' retirement plan, will retire effective Feb. 1.

Mr. Few

Mr. Few has been with the company since his graduation from college in 1916. For the past several years he had directed the company's advertising.

Zach Toms, secretary of the company, was elected vice president and L. D. Thompson, head of the purchasing department, was named a director of the company at the board meeting.



Drawn for BROADCASTING • TELECASTING by Sid H

"WOF regrets it is unable to present today's Congressional proceedings on the grounds that broadcasts and telecasts are discouraging attendance . . ."

FCC ORDERS TV BLUE BOOK May Meet Set

WITH TIME on its hands because of defense emergency, the FCC has decided on another bold venture into station programming—a Blue Book on TV [CLOSED CIRCUIT, Jan. 22].

It will meet today (Monday) to rubber-stamp procedures in its project to evolve programming principles, in a move that is certain to arouse strong protests from both industry and Congressional quarters.

Though the mechanics remained to be decided, it appeared certain that the study—on the public service responsibilities of television stations—would be labelled a cooperative venture in which the views of all TV stations would be solicited.

Promptly forthcoming will be an order calling a conference of all TV licensees for May, to consider principles applicable to TV commercial operation. The announcement is being made post-haste because 49 TV licenses are up for renewal for the customary one-year period, on Feb. 1. In 44 instances, the staff has raised questions about commercialism, while in five technical or allocations factors are involved.

At first, the staff wanted to issue temporary renewals, but the FCC majority vetoed that. The term "Blue Book" permeated the FCC's discussions, and apparently the same standards of a maximum of 80% commercial would be used as the yardstick. The FCC majority apparently was sold on the project as an "exploratory" one. Certain members wanted to move warily because of the repercussions to the AM Blue Book of 1946.

Deal in Categories

Such factors as triple-spotting, plunging necklines, women's shopper's programs, horror shows during early evening hours, all came into the FCC's discussion. It was decided to avoid specific programs but to deal in categories and overall balance.

Tentative plans for the project were approved before Chairman Wayne Coy left last week on a long-delayed vacation tour of the Southwest. He expects to return in early March. The plan, a month in the works at the staff level, was brought before the FCC by its law Bureau, which spawned the controverted AM Blue Book.

The conference plan was understood to have been agreed upon after proposals for full-dress hearings on particular stations' applications encountered stern opposition from some of the Commissioners.

Among the "problems" concerning the Commission, it was understood, are "program balance," alleged excessive commercialism in some instances, the "taste" of some programs and programming practices, and, generally, the problem of differentiating between principles applicable to radio and those applicable to TV, due to inherent differences between the two media.

Apart from numerous complaints which FCC claims to have received from viewers—complaints against the scheduling of crime or horror shows during children's viewing hours, for example, or against the length of some commercials — educators' one-week survey of New York TV programming which was submitted in the educational TV hearing last week (story page 63) is expected to add fuel to the Blue Book movement, though the survey report was sharply challenged by commercial broadcast representatives.

TV commercials may receive exhaustive examination, and some of the definitions spelled out in the radio Blue Book may be overhauled.

One question already has been raised: When is a TV commercial not a commercial? That is, does the use of a sponsor's name or some similar advertising device as background material, where it is in sight during some or all of the regular program presentation, constitute a commercial? Station operators contend that it does not, but others argue that a sharper line of demarcation is needed.

On the question of radio advertising, FCC's 1946 Blue Book said:

. . . The evidence . . . warrants the conclusion that some stations during some or many portions of the broadcast day have engaged in advertising excesses which are incompatible with their public responsibilities, and which threaten the good name of broadcasting itself.

As the broadcasting industry itself has insisted, the public interest clearly requires that the amount of time devoted to advertising matter shall bear a reasonable relationship to the amount of time devoted to programs. Accordingly, in its application forms the Commission will request the applicant to state how much time he proposes to devote to advertising matter in any one hour.

This by itself will not, of course, result in the elimination of some of the particular excesses described [in the Blue Book]. This is a matter in which self-regulation by the industry may properly be sought and indeed expected. The Commission has no desire to concern itself with the particular length, content, or irritating qualities of particular commerical plugs.

The Commission has professed to claim no authority to set the ratio of commercial programs to sustaining programs in radio, except that it considers "a reasonable proportion" of sustaining time to be "one standard of operation in the public interest."

Yet it requires radio applicants to break down their program proposals to show the percentage of each type, and, generally, proposals to sell more than 80% of program time are regarded as suspect.

Thus far TV applicants have not been required to make such a breakdown on application forms—a subject which itself may receive attention at any forthcoming FCC-stations conference.

Different Problems

Though FCC authorities appear to recognize, at least partially, that there are many differences between radio and TV techniques and problems, the Commission in its radio Blue Book cited four program service factors which it considered particularly pertinent in evaluation of broadcasting in the public interest. These were:

(1) The carrying of sustaining programs, including network sustaining programs, with particular reference to the retention by licensees of a proper discretion and responsibility for maintaining a well-balanced program structure; (2) the carrying of local live programs; (3) the carrying of programs devoted to the discussion of public issues, and (4) the elimination of advertising excesses.

NEW McFARLAND BILL Goes To Senate

A NEW McFARLAND bill to streamline FCC procedures was sent to the Senate last week destined for early approval—possibly early this week.

Its 1951 debut on the legislative scene was greeted with high hopes in some quarters as prelude to the enacting by Congress of the first major communications legislation since 1934.

Sparkplugged by its sponsor and author, Senate Majority Leader Ernest W. McFarland (D-Ariz.), the bill was introduced in the upper chamber Tuesday and reported unanimously by the full Senate Interstate & Foreign Commerce Committee a day later.

Except for its number, the new bill (S 658) is virtually identical with its predecessors, S 1973 and HR 4251, which passed the Senate Aug. 9, 1949 and July 26, 1950 respectively in the 81st Congress. Both bills also bore the sponsorship of Sen. McFarland, who chairmans the Commerce radio subcommittee in the Senate.

While the bills (HR 4251 was an amendment to a House-passed measure and modified S 1973 only slightly to bring its provisions up to date) twice passed the Senate, the measures faltered in the House.

Optimism rides high with those most closely associated with the McFarland Bill's legislative welfare. They felt that FCC, which had voiced objection to certain provisions of the measure, may be more receptive this session.

It was learned that FCC Chairman Wayne Coy, who testified last August before the House Interstate & Foreign Commerce Committee on HR 4251 as amended by the Senate, huddled with Sens. McFarland and Ed C. Johnson (D-Col.), Commerce committee chairman, on the same day the bill was introduced.

During the discussion of the bill, it was understood the trio agreed that in the light of present world conditions perhaps less strenuous objection would be forthcoming from the Commission.

It is believed that although the Commission does not intend to scuttle its oft-stated opposition to sections of the McFarland version, the FCC may take the position that differences can be reconciled in joint House-Senate conference.

Close House Examination

That the House committee will look closely at the new bill was pointed up by Commerce Committee Chairman Robert Crosser (D-Ohio) who told BROADCASTING • TELECASTING that the measure would be "x-rayed" by the committee's staff.

Chairman Crosser recalled the stiff opposition to the bill expressed by the Commission in the last Congress and its recommendations presented to the committee in the form of a "model bill." It is presumed that the committee again will consult with key staff members of the FCC in working out its staff report, which Rep. Crosser said probably would be requested before any committee action is taken.

In the Senate committee report, Sen. McFarland stressed that the entire field of FCC's structure—the administrative and appellate procedure—has long been subject to severe criticism by special and select Congressional investigative committees and has come under the Senate Commerce subcommittee and House Commerce Committee spotlight.

The Senator pointed out that no attempt was made to deal with any changes in FCC "policy" as it affects radio or TV broadcasting or with that affecting common carriers.

But far from closing the door to "such policy provisions," the Senator scored current studies which are being "further pursued" on policy matters. And, he added, ". . . in the field of radio the subject of most pressing importance today is the functioning of the Commission."

Reviewing the history of the procedural bill, which would set "deadlines" for FCC action on applications and provide for changes in FCC administration, Sen. McFarland pointed up its 10 year history of investigation, study, hearing and report-making by various committees, subcommittees, select and special Congressional groups.

For the past seven years alone, he explained, the Senate Commerce

(Continued on page 34)

ATLAS

Prager

Extra Dry BEER

Sales Grow Big With "Night Watch" While Costs Come Down

TWO ANNIVERSARIES marking major milestones in all-night radio will be observed in Chicago within the next month. WIND's *Night Watch* becomes 15 years old Feb. 6 and Atlas Brewing Co. on March 1 will celebrate its ninth birthday as the dominant sponsor of this oldest of Chicago night-owl shows.

The 60-year-old Atlas firm has "hogged" the WIND *Night Watch* nine years for good reason. Its 33 participating spot announcements nightly, costing approximately $22,000 a year, have brought results. Atlas, strictly a local concern, is currently reported the No. 2 beer in Chicago sales.

But what makes Atlas Brewing's *Night Watch* story so phenomenal is the comparatively low cost of sponsorship. In 1950 the company spent $265,000 for radio of which *Night Watch* got less than 10%. Yet the show draws up to 4,000 pieces of mail weekly and is credited by the Atlas advertising manager, August C. Gomer, with doing "one of our most effective advertising jobs."

Mr. Carey

"We are so sold on spot commercials of the type used on the *Night Watch* that we plan to add several new ones during 1951," Mr. Gomer said.

Radio is increasing in popularity at Atlas Brewing at the expense of at least one other medium—outdoor advertising — according to figures for 1949 and 1950 released to BROADCASTING • TELECASTING last week. In 1949 the company spent $91,000 for billboards and other outdoor displays. Last year the figure had dropped to $85,000. Atlas' overall radio budget in 1949 was $250,868, as compared with $265,000 last year.

If Atlas were to buy all-night radio in any other big U. S. city, its story might not be as good as in Chicago. The "Windy City" is desirable from the radio advertisers viewpoint because it has hundreds of thousands of night-shift workers. And there is considerable saving in buying time in the wee hours as rates are lower than during conventional daytime listening periods.

Chicago was not always a "night shift" town, but veered sharply in that direction after Pearl Harbor when war plants started sprouting throughout the metropolitan area. Noting the heavy all-night traffic to and from plants, and well aware of radio's usefulness as a moral-builder in industry, WIND Commercial Manager John T. Carey seized upon the opportunity to extend the *Night Watch*, then only four hours long, throughout the night. Mr. Carey's sale to Atlas Brewing of three participating spots nightly in every 25 minute period soon followed.

Not many months later *Time* magazine praised WIND's *Night Watch* as "the best late show beamed at war workers in the 1,500 plants which operate 24 hours a day around Chicago."

Listener Response Takes Varied Forms

In its 15 years on the air, the show, a combination of news, variety recorded music and emcee small-talk, has drawn an unusual assortment of phone calls, telegrams and mail from many sectoins of the country. A group of North Dakota convicts on night duty, were steady listeners for years. A Florida man reported that the love songs played on the program had helped him patch up a broken romance. But on the other hand, a young New England lady who had been jilted requested that the WIND Night Watchman dedicate such numbers to her erstwhile boyfriend as "Youse Is a Viper," "Aw You Dawg," and "Cheatin' On Me."

A member of the Horlick Malted Milk family, William Horlick Jr. of Racine, Wis., was a steady *Night Watch* listener for years, often wiring in a request for "The Blue Danube." Mr. Horlick once sent each member of the WIND night staff a shipment of Horlick products, "a midnight lunch to keep you awake."

A typical letter to the Night Watchman was from a listener who noted that "the death of my father, plus the marriage of the girl I love, have given me many sleepless nights, which your fine programs have done much in helping me pass through."

Industrial Salutes Proved Popular Feature

During the war *Night Watch* honored a different industrial plant each Monday, Wednesday and Friday on a "Salute to Industry" program. News about workers, plant activities and descriptive information not subject to censorship, as well as recordings requested by plant personnel, was included in the half-hour period. Plant executives were enthusiastic about this show.

The *Night Watch* has had a long list of Watchmen, most of whom were young at the time they worked the show and since have become better known industry-wise. The roster includes Jerry White, Allen Thomson, Brooks Connally, Riley Jackson, Bob Diller, Don Faust, Doug Bruce, Russ Widoe, Claude Kirchner, Russ Salter, Jack Drees and Jim Lounsbury. Present emcee is 26-year-old Larry Berrill. Mr. Kirchner, now ringmaster of ABC's *Super Circus* on TV, presided over the show when it originated in Isbell's Restaurant, one of Chicago's gayest niteries, in the fall of 1941. Earlier that year a *Radio Guide* nationwide poll placed the *Night Watch* seventh in its standings, outranking any late broadcast in the country. About the same time National Advertiser's Marketing Service reported that more than 50% of all radios tuned in after midnight were dialed to WIND. Pulse has ranked the program either first or second among Chicago's night shows consistently.

Mr. BERRILL

Atlas Brewing's commercials—most of them musical—have largely stolen the *Night Watch* show during the past decade. For years the phrase "Atlas Prager — got [illegible] Atlas Prager — GET IT!" was popular, both in announcements and sung with a brass band. Presently a ditty praising "The Better Beer That's Bitter-Free" is in vogue. The word "Prager" has been part of the product name of Atlas and its predecessor companies for many years because the founders of the company originally came from Prague.

The *Night Watch* has not been entirely an Atlas show, however. Through the years WIND salesmen have placed dozens of sponsors on the all-night schedule. Current co-sponsors are Ralph Chevrolet, with 12 spots and a five minute on-the-half-hour new

(Continued on page 30)

PALEY NAMED

To Study Shortages

FACED with the spectre of bottlenecked civilian economy growing out of shortages of raw materials urgently needed for electronics and other production, President Truman last week named William S. Paley, CBS board chairman, to head up a "trail-blazing" advisory body which will study the long range supply and demand outlook.

Mr. Paley, whose appointment was announced last Monday, assumes chairmanship of a five-man Materials Policy Commission, which will report directly to the President. It will function within the Executive Office of the President.

As a "task force," the new group will study production materials problems over and above immediate defense needs and will report "within the next six to nine months" to the President, who promised to formulate a "comprehensive" policy on raw materials.

In a letter to Mr. Paley the President described materials as "one of the crucial problems facing the nation" and declared:

"We cannot allow shortages of materials to jeopardize our national security nor to become a bottleneck to our economic expansion."

Shortages of raw materials have sorely beset electronics and other manufacturers and commanded the attention of top government agencies as well as industry advisory groups over the past six months. Mr. Paley's organization is expected to work closely with Munitions Board, National Production Authority, Defense Production Administration, the Office of Defense Mobilization and other departments.

Set Up Contacts

The commission also will deal directly with private groups, such as Radio-Television Mfrs. Assn., requesting basic data relating to use of aluminum, copper, cobalt, nickel and other materials. Other industries will, of course, be approached for facts and figures.

Mr. Paley, who had been mentioned prominently for government duty since last month [CLOSED CIRCUIT, Dec. 18, 1950], will devote most all of his time to his new duties during the next six or more months, it was understood. He had conferred periodically in recent weeks with President Truman, Stuart Symington, chairman, National Security Resources Board, and other top-level government aides.

During World War II Mr. Paley held the rank of colonel, serving in the Psychological Warfare Division of SHAEF. He was named CBS board chairman in January 1946.

The CBS board chairman will headquarter in Room 484, Old State Bldg., which houses the Executive Office of the President, NSRB, and other government units. He will serve without compensation. Operating expenses will be defrayed from an emergency fund.

Others named to the commission include: George R. Brown, Houston, Tex., engineer and businessman; Arthur H. Bunker, partner in Lehman Bros., New York investment firm; Edward S. Mason, dean of the Graduate School of Public Administration, Harvard U.; Eric Hodgins, author and former editor of *Fortune* magazine.

Trend to Defense Service

Mr. Paley's acceptance of the post marked the appointment of another top-level radio executive to government service in recent weeks. Lewis Allen Weiss, former board chairman of Don Lee, has reported to National Production Authority as administrative consultant in the newly-created Office of Civilian Requirements. He will assist Nelson Miller, division chief, in setting up the section and advise on functions relating to civilian appeal cases. Mr. Weiss is on leave of absence from the Hughes Aircraft Co. [CLOSED CIRCUIT, Jan. 15].

Against an emergency backdrop, Mr. Paley in Washington begins to chart the course of the new Materials Policy Commission.

* * *

Walter W. Watts, vice president in charge of Engineering Products Dept., RCA Victor Div., is currently a key assistant to Maj. Gen. William H. Harrison, chief of the Defense Production Administration, charged with jurisdiction over allocations, priorities and requisitioning of materials.

Mr. Paley's commission is directed specifically to "make an objective inquiry into all major aspects of the problem of assuring an adequate supply of production materials for our long-range needs and to make recommendations which will assist . . . in formulating a comprehensive policy on such materials."

Long-range Outlook

The commission will look into long-range outlook for requirements, supply, extent of shortages, consistency and adequacy of existing government policies, plans and programs, and "consistency and adequacy of private industry practices."

Executive director of the commission, working with Mr. Paley, is Philip Combs, economist and consultant in private industry. The commission, according to Mr. Combs, will function as a non-operating agency with a small staff. An organizational meeting

(Continued on page 30)

'RADIO IS BACK'

Newspaper Group Warned

RADIO—the medium that refused to be buried—"is back, as big as life on the local as well as the national front."

Newspaper Advertising Executives Assn., meeting last week in Chicago's Edgewater Beach Hotel, not only heard that blunt concession from Howard S. Barnes, director of the Bureau of Advertising, American Newspaper Publishers Assn., but also heard the forecast of the ANPA executive that Broadcast Advertising Bureau, under the leadership of William B. Ryan, is destined to do effective work in the rough, competitive fight for the 1951 advertising dollar. [Ed. Note—Story on BAB's barrage against ANPA ad claims in Pittsburgh strike is on page 19].

Another threat to newspapers' position as an advertising medium is television, declared Mr. Barnes, who discounted the possibility of set production slowdown weakening video's position. "No matter what happens to set production, TV is going to spellbind a lot of advertisers. It's going to sop up a lot of dollars that used to go to other media."

Newspapers, to meet the competitive situation, must develop new sources of advertising revenue and keep present customers sold, he said. Whether total newspaper advertising dollars are "up, down or equal," newspapers are going to bump into the "roughest, toughest competition this business has ever seen," Mr. Barnes said. In addition to radio and television, newspapers must compete with magazines and the fear among advertising men that papers will not be able to fulfill schedules because of newsprint shortages.

The day before (Monday), Fairfax Cone, board chairman of Foote, Cone & Belding, appeared as key speaker on the opening agenda of the three-day sessions.

Advertising in 1951, "vital to success," will operate both as a protective force to preserve brand names and product reputation and as "our straightest, strictest, purest means of communication," he declared.

Discusses Economy

Mr. Cone, outlining "Advertising in the New Economy," explained advertising must operate "in an entirely new climate, in helping to sell American philosophy, its morale and ideas, and in keeping brand names alive." He warned, however, the new "climate" may frequently be "hostile" to business, selling and advertising—"to business because hostility to business on almost any basis makes good politics; to selling on the grounds that selling in a time of shortages is unnecessary, and to advertising on the basis that it is economically unsound when selling is not needed to sell goods."

Citing the need for "a temporary planned economy, confined to vital factors," Mr. Cone said advertising can help in two ways. "It can be used boldly to keep the position clear and to confine controls, by telling the truth about consequences wherever these may be in doubt, and by helping to sell ideas, to make right ideas understood and make bad ideas abhorrent."

"The only possible safeguard to a company's earned position" in a time of shortage or when goods are completely removed from the market is through advertisement of brand names, he asserted. However, "unlimited use of institutional advertising by new advertisers (advertisers without record in any given field) takes unfair advantage of earned position and should be carefully restricted," he said.

"The thing is to hold restrictions to proper cases and not to all institutional copy."

Advertising, which Mr. Cone described as "self-purifying," can "get into the business of selling ideas, probably—and certainly on the record—the hardest thing there is to sell. We can sell against chiselers by bringing chiseling out in the open, and pointing the fair, right way. We can sell against *any* black market, by bringing it up, too, out into the open and pointing the end results. And we can make an absentee a traitor to all honest workers, if we will."

Enlarge Production

Arno H. Johnson, vice president and director of media and research for J. Walter Thompson, speaking to the group Monday, said the total economy of the country can be expanded by enlarging production as well as consumption. To hold the line for the civilian economy, the country needs to provide a wider base for taxes, remove the basic cause of inflation, pay for more armament and raise the standard of living.

Chart for New NAB

(Continued from page 19)

directors-at-large who are to be eliminated) plus the 11 members of the new NAB-TV board (it will be 13 if all four networks join). NAB President Justin Miller now sits as chairman at NAB board meetings and can break a tie.

But at this point another plan comes in—an Executive Committee consisting of the NAB president plus three members from each of the two boards. Such a committee is not provided in the first dedraft of the NAB by-laws. The three NAB-TV Steering Committee members likely would represent NAB-TV on such an executive group.

All this is complicated, many members feel. They add that a board of 35 or more members is too bulky for efficient operation. On the other hand it is pointed out that most of the decisions will be made by the two separate boards, with a minimum of work for the joint board.

The question of money will be important this week—money to run NAB-Radio, NAB-TV and BAB.

Budget Consideration

At the weekend it appeared the board would be offered a budget just short of $550,000 to run NAB during the fiscal year starting April 1. This is based on anticipated dues of perhaps $500,000 from radio stations.

A minimum budget of nearly $75,000 was being considered last week for NAB-TV provided the video association is developed from the present NAB TV Dept. Another $15,000 or so might be needed for board and committee meetings.

That's a bare-bones NAB-TV picture, adding up to around $85,000 or $90,000.

It doesn't pay NAB anything for overhead and use of labor, legal, public affairs, government, research and other activities. That will take another $50,000 or $60,000, at least, it is felt.

Totaled, these TV items reach roughly $140,000, and added to the $540,000 regular NAB budget could approach $700,000.

Now, supposing NAB-TV decides to have a paid head receiving $25,000 or more a year, plus ambitious projects desired by the membership. That can raise the $140,000 for NAB-TV quite considerably—perhaps to $200,000 or more.

But there's still BAB. Allowing BAB at least $300,000 for the fiscal year as it attains greater autonomy next April 1, the NAB, TV and BAB budgets could total close to a million dollars.

However, this sum pays for two major trade association projects—associations for radio and television, plus a radio sales-promotion operation.

Under present NAB planning, BAB is to operate purely on behalf of aural radio. NAB-TV will have to do its own sales promoting, perhaps setting up a department similar to the former NAB Broadcast Advertising Dept. which preceded BAB. The NAB board moved TV sales promotion out of BAB at its meeting last November when the whole NAB-TV project, conceived by Mr. Ryan, was set in motion.

SYMBOLIZING the goal of a two-day radio sales clinic in New York, Worth Kramer, manager of WJR Detroit, lifts "Sales in 1951." Aiding him are (l to r) John F. Patt, president of WJR, KMPC Los Angeles and WGAR Cleveland; Robert O. Reynolds, manager of KMPC; Carl George, manager of WGAR; Mr. Kramer; Edward Petry, president, and Larry Field, assistant eastern sales manager, of Edward Petry & Co., New York. Announcing the highest sales during 1950 in the histories of WJR and WGAR, and substantial gains for KMPC, Mr. Patt set a new and higher sales goal for the three stations in 1951. The clinic is expected to become a semi-annual event.

The NAB-TV board, or Steering Committee (which is authorized to act for the board), will decide what to do about TV dues. A flat fee or rate card plan has been proposed, with alternative formulas based on income and other elements. In any case the dues must bring in enough money from an estimated 75 or more members to operate NAB-TV and pay the service fee to NAB headquarters.

Integration of Staff

The personnel problem is a major one. It is tied into the structural format by which NAB-Radio and NAB-TV are woven into a single federation.

First the board must elect a successor to Mr. Ryan as NAB general manager. Mr. Ryan becomes president of Broadcast Advertising Bureau Feb. 1, possibly with a five-year contract, if the NAB board accepts his resignation from a contract that still has over two years to run.

Fate of BAB in the NAB structure involves a number of problems. The BAB Inc. board "drafted" Mr. Ryan Jan. 4 [BROADCASTING • TELECASTING, Jan. 8] and NAB President Miller gave him a "leave of absence." This leave, according to Mr. Ryan, is designed merely to give NAB access to his advisory services during the next few weeks of reorganization. The BAB board is to meet this week.

Some NAB members have objected to the Ryan shift on the ground he is needed at NAB. Others feel that proposed expansion of BAB into a vastly enlarged operation will not be necessary in view of the changing media-advertising picture.

Who will be the top man at NAB-TV?

Many of those who signed up at the NAB-TV organization meeting figure they will have a ranking industry leader as full-time general manager, director, president or whatever title is used. They want the NAB-TV board to be the court of last resort in NAB-TV affairs.

Other feel present NAB video operation could be enlarged into an efficient and economical association with access to the overall NAB departmental services. They see no need for a fulltime big-name official to head NAB-TV.

Involved in all this thinking is the power to be vested in the NAB president. Suggestion has been made that the president become chairman of the NAB board. Some TV elements want the head of NAB-TV to be top man, reporting only to the NAB-TV board.

When the BAB Inc. board meets during the week under Mr. Swezey's chairmanship it will take up where it left off in Chicago Jan. 19. At that time, it was understood, the idea of a five-year contract for Mr. Ryan met approval.

Ryan Vacancy

Some board members are said to feel that NAB suffers a serious loss with departure of Mr. Ryan. They argue he will be hard to replace as general manager and give him credit for pulling the association out of a dangerous predicament last spring and summer. Many sharp changes have been made in the headquarters operation, with economies effected. Some feeling was noted that he is under a three-year NAB contract and hasn't yet served a third of the term.

Mr. Ryan told BROADCASTING • TELECASTING: "It was never contemplated that I would have a protracted leave of absence from NAB when the BAB board elected me to the presidency. The BAB board arranged with the president of NAB to grant me a leave so I could acept the BAB presidency while under contract to NAB.

"This was done principally in case NAB wanted me to serve in an advisory capacity for a short time after becoming president of BAB Feb. 1, realizing the problems involved in adapting NAB to expand its services to television.

"The NAB board will determine if my contract with NAB is to be terminated at this time, and if my leave will end April 1. The action was taken to provide interim service to NAB."

Mr. Ryan added that he will submit his resignation as general manager to the NAB board this week. The board can specify how long the leave will be. The BAB board will decide details of BAB expansion. Mr. Ryan envisions a million-dollar BAB within two or three years, as conceived by the NAB board when the BAB separation idea was approved last summer.

One of the industry names mentioned in connection with direction of NAB-TV is Leo J. Fitzpatrick, pioneer broadcaster, majority owner of WGR Buffalo and TV consultant. Another is Thad H. Brown, TBA counsel and member of the firm of Roberts & McInnis.

For a time it was thought NAB might name a staff member to succeed Mr. Ryan. Recently, however, interest seemed to be turning toward someone outside NAB.

RTMA AGENDA

Set for Chicago Feb. 13-15

MOBILIZATION problems and expansion of Radio-Television Mfrs. Assn. with a paid, fulltime president top the agenda of the RTMA mid-winter conference to be held Feb. 13-15 at Chicago. A score of committee meetings will be held.

Climax will come on the final day when the board is expected to name a president. Mentioned most frequently for the post is Glen McDaniel, RCA vice president [CLOSED CIRCUIT, Jan. 8]. Robert C. Sprague, current RTMA president, has been serving until a fulltime executive could be obtained. He heads Sprague Electric Co. Max F. Balcom, Sylvania Electric Products, is head of the RTMA Reorganization Committee.

The Joint Electronics Industry Committee, headed by F. R. Lack, Western Electric Co., and the Electronic Parts Mobilization Committee, of which A. D. Plamondon Jr., Indiana Steel Products Co., and R. E. Laux, General Instrument Corp., are co-chairmen, will submit reports to the board.

The opening day's list of committee meetings include the Advertising Committee, Set Division, headed by L. E. Pettit, General Electric Co.; Industry Statistics Committee, of which Frank W. Mansfield, Sylvania Electric Products, is chairman; FM Policy Committee, headed by John W. Craig, Crosley Division. Committee and division meetings will continue Wednesday.

Who's Who on the NAB-TV Board

Campbell Arnoux

OF New England and Virginia ancestry, Campbell Arnoux had his radio baptism at WBAP Fort Worth with Harold Hough. He had joined the Fort Worth *Star-Telegram* in 1922 after emerging from World War I service as a juvenile world traveler and Red Cross worker. When the newspaper started WBAP, Mr. Arnoux found himself a station manager. Two years later he was named manager of the then new KTHS Hot Springs, Ark. After nine years he joined Norfolk Newspapers Inc. as manager of WTAR. He joined the NAB board in 1944, serving six years. He has been active in ASCAP negotiations as NAB Music Committee chairman. In 1946 he represented NAB at the Inter-American association organization meeting at Mexico City. He belongs to Rotary, Norfolk Assn. of Commerce, Norfolk Orchestral Assn., Executives Club, Boy Scouts and has held high office in each.

* * *

Harry Bannister

AS general manager of WWJ-TV Detroit, Harry Bannister has carried long broadcast experience into the joint radio-TV operation. Born in 1894 in New York City, he served in the Army in World War I; sold motion pictures three years; sold drugs four years for American Druggists Syndicate, and candy two years for Park & Tilford. Next moved to duPont as a paint and varnish salesman for four years. Entered radio selling in 1931 and soon joined the WJR Detroit sales staff. Joined WWJ as salesman on Jan. 1, 1932, and became sales manager three years later, rising to general manager in November 1941. He was an NAB board member 1949-50.

* * *

Harold Hough

AN Oklahoma Sooner turned Texan, Harold Hough is vice president-director of Carter Publications in Fort Worth, serving as general manager of the WBAP radio and TV operations as well as circulation manager of the *Star-Telegram*. Born 1887 in Mulvana, Kan., his family moved to Oklahoma the next year. He joined the *Star-Telegram* in 1912. Known as the "Hired Hand," he owns and runs Hired Hand's Mule Ranch; is chairman of Hough Properties Assn., Oklahoma City, and is a Mason, Shriner, Knights of Pythias, Worthian. Industry offices include former NAB treasurer; Clear Channel Broadcasting Service treasurer; chairman Newspaper-Radio Committee 1941-45; member ABC Affiliates Committee 1941-47; president International Circulation Managers Assn. 1928.

Clair R. McCollough

GENERAL manager of the Steinman stations, Clair McCollough has been active in industry affairs for more than a score of years. He was founder and first president of Pennsylvania Broadcasters Assn.; served as NAB board member as representative of District 3 and director-at-large for small stations, whose rights he has championed. He took part in industry negotiations covering legislation, music copyright and labor matters. His many committee chairmanships include the NBC Stations Planning & Advisory Committee. Mr. McCollough started with the Lancaster *Intelligencer* as a carrier boy in 1913. During prep school and college he worked in newspaper offices. After the *Intelligencer* acquired WGAL Lancaster in 1929 he became interested in radio and managed WDEL-WILM Wilmington, Del. As the Steinman-owned group acquired other stations Mr. McCollough put them on the air. He is a Rotarian, Mason, Shriner and has numerous other fraternal and social affiliations.

* * *

Paul Raibourn

AS ONE of the founders of Television Broadcasters Assn., Paul Raibourn served that association as a board member. He represents KTLA (TV) Los Angeles on the NAB-TV board. Born Dec. 14, 1896, he was graduated from U. of Illinois as an electronic engineer and from Columbia U. with a post-graduate degree in economics. After serving in the Air Forces during World War I he joined Bell Telephone Labs as an engineer. From Bell he moved to Paramount Pictures as an economist. At present he is vice president and director of Paramount; treasurer and director of Allen B. DuMont Labs; president of Paramount TV Productions (wholly owned subsidiary), and board chairman and director of Chromatic Television Labs (Paramount subsidiary).

* * *

W. D. Rogers Jr.

PROMINENT in Southwest advertising circles for many years, W. D. Rogers Jr. is vice president and general manager as well as one of the owners of KEYL (TV) San Antonio. Previously he was general sales and advertising manager of Coca Cola Bottling Co., West, Texas. He is past president of the Lubbock Ad Club and Sales Executives Club; former director and past secretary-treasurer of Toastmasters International Club of Lubbock; past director of Lubbock Lions Club. During World War II he served in the Air Force. A year ago he moved to San Antonio from Lubbock to be close to the TV station, but still maintains business interests in Lubbock. He is a member of the Masonic lodge and an alumnus of Baylor U.

NEW TRADE association for television, within the framework of NAB, was launched at a Jan. 19 meeting in Chicago [BROADCASTING • TELECASTING, Jan. 22]. **At the luncheon head table were (top photo, seated, l to r): NAB President Justin Miller; George M. Burbach, KSD-TV St. Louis; Eugene S. Thomas, WOR-TV New York, chairman of NAB-TV board; standing, Harry Bannister, WWJ-TV Detroit; George P. Hollingbery, station representative; William Fay, WHAM-TV Rochester.**

Luncheon quartet (middle photo, l to r): E. K. Jett, WMAR-TV Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va.; Frank M. Russell, NBC Washington; Clair R. McCollough, WGAL-TV Lancaster, Pa.

Five-man corridor group (l to r): Harold Hough, WBAP-TV Fort Worth, who presided at one-day session; Dick Hooper, RCA; Donald W. Thornburgh, WCAU-TV Philadelphia; Frank P. Schreiber, WGN-TV Chicago; Edgar Kobak, consultant.

New 13-man board for television group includes Messrs. Thomas, Bannister, Arnoux, Russell, McCollough and Hough, all shown in three photos above. Other board members shown below. Picture of W. D. Rogers Jr., KEYL (TV) San Antonio, not available. CBS and ABC not yet represented on above board.

Mr. Storer

Mr. Swezey

Mr. Raibourn

Mr. Witting

Frank M. Russell

ONE of radio's longer tenures in office belongs to Frank (Scoop) Russell—22 years as NBC Washington vice president. Born at Lohrville, Iowa, June 23, 1895, he was graduated from Iowa State College in journalism and agriculture. Meantime he had served a year in the Army. He went to Washington in 1921, after spending two years in farm and livestock reporting, as director of the Dept. of Agriculture press service. In Washington he was assistant to three Secretaries of Agriculture. NBC President M. H. Aylesworth picked him as Washington vice president in 1929. For 17 years Mr. Russell served on the NAB board and was also a BMB board

(Continued on page 34)

PARTY FUNDS

Media Plans Crystallize

MAJOR political party budget plans for 1951, looking toward the '52 Presidential campaign and touching on radio-TV expenditures, were shaping up last week in Washington.

The Republican National Finance Committee met with state finance chairmen and reportedly agreed on a budget of some $1.6 million to cover activities this year and in early '52. But GOP money-raisers still were uncertain as to what share radio and TV media would derive from the fund.

Party officials indicated after last fall's elections that the GOP hopes to be in a position to expand its radio-TV purchases once the campaign gets rolling [BROADCASTING • TELECASTING, Nov. 13, 1950].

The $1.6 million goal set last week is less than the $1.9 million level set for the '50 drive with actual funds coming closer to $1.2 million. And contributions since the November elections have not measured up to expressed hopes, according to Sinclair Weeks, chairman of the GOP Finance Committee. He added that the $1.6 million figure may have to be pared if the party is unable to raise the money.

Re-elects Hall

In another action, the Republican Congressional Campaign Committee re-elected Rep. Leonard Hall (R-N. Y.) chairman for 1951-52. Under his leadership the committee was responsible for preparation of a booklet on media techniques, covering radio-TV, which was used during the last campaign and deemed an important factor in putting many GOP candidates over the top.

The Democratic National Committee, headed by Ken Fry, radio-TV chief, also was active last week, exploring individual needs of Democratic members of the Senate and House as to use of radio and television. The committee also has been studying the possibilities of films on TV for use by the law-makers.

While party officials have not inquired into the state of the budget as yet and have scheduled no top-level meetings, indications are that the Democratic National Committee entertains no thoughts of scalebacks in media expenditures, according to Mr. Fry. If anything, it was believed that GOP successes last fall probably will spur the Democrats to approve larger publicity funds.

Signs Arlen

MARGARET ARLEN, WCBS New York commentator, has been signed by the station to a new, long-term contract for her exclusive services on radio and television.

Mr. Connolly Mr. Brandt Mr. Reeg Mr. Stronach

* * *

NEW ABC VP's

Board of Directors Names Four

FOUR new vice presidents have been elected by the board of directors of ABC, as announced by Robert E. Kintner, network president, Jan. 23.

The new executives are Leonard Reeg, vice president for radio programs; Alexander Stronach Jr., vice president for television programs; James H. Connolly, vice president for radio station relations, and Otto Brandt, vice president for TV station relations.

Mr. Reeg is a former eastern program manager of ABC and has been, since June 1950, national director of radio programs. Mr. Stronach, one-time freelance writer and producer, joined ABC as manager of TV programs in 1948. For the past year he has served as national director of television programs for the network.

Mr. Connolly joined ABC's Station Relations Dept. in 1944 and for the past nine months has been director of radio stations. Mr. Brandt, formerly manager of the Eastern Div. of the network's Station Relations Dept., and national director of stations relations, has been director of TV stations for ABC since April 1950.

SPLITS SALES

In ABC Chicago Radio-TV

ABC CHICAGO completed separation of its radio and television network sales department last week, General Manager James L. Stirton announced. Robert McKee heads the radio division, with Gerald Vernon working as manager of video sales.

Mr. Vernon's staff includes these account executives: Karl Sutphin, former ABC Central Div. promotion manager; Cyril Wagner, former manager of the television and radio department at Mutual Entertainment Agency; Lovick Draper, who was radio and television director and account executive of John H. Sampson agency, and Anthony Koelker, former ABC Chicago station relations manager.

Mr. McKee supervises work of four men, and will hire an additional salesman shortly. His staff includes Walter Hallohan, who has been with ABC sales since 1945; William Wilson, in ABC sales and sales promotion since 1946, and William Yonan, former assistant sales promotion manager at the division.

RFD MEET

Spring Conclave Set

SPRING membership meeting of the National Assn. of Radio Farm Directors will be held in St. Louis and Fayetteville, Ark., June 12-16, it was announced last week.

Program will get underway with a soiree June 12 in St. Louis. The following morning the Doane Agriculture Service will conduct an open forum. That afternoon there is scheduled a tour of the Monsanto Chemical Co. plant where agricultural chemicals are made. Dinner, as guests of agriculturally interested firms of St. Louis, is planned for that evening. June 14 will be spent visiting the 738-acre Ralston Purina Research Farm at Gray Summit, Mo.

That evening the directors are to entrain for Fayetteville, arriving there the next morning in time for the "Chicken-of-Tomorrow" contest finals. A train will leave that same night and return the group back to St. Louis the following morning.

HOLCOMB NAMED

Heads Tatham-Laird Branch

H. LAWRENCE (Larry) HOLCOMB, assistant to the vice president in charge of radio and TV at Lennen & Mitchell, Feb. 12 joins Tatham-Laird, Chicago agency, as director of its first branch office in New York. Mr. Holcomb will be responsible for all radio and TV program production, as well as commercial production and integration, originating in New York.

Mr. Holcomb

The new office will be set up as an "on-the-spot" extension of the radio-TV department in Chicago headquarters, as supervised by George Bolas. Mr. Holcomb is former assistant manager of radio and TV for Grey Advertising. He headed his own radio-TV company in New York from 1945 to 1947.

ZIV EXPANDS

Names 6 Sales Representatives

FREDERIC W. ZIV Co. last week announced the appointment of six new sales representatives to its staff.

William H. Catrow, former vice president of Food Budget Plans will have the northeast Ohio sales territory and headquarter in Cleveland. Michael Sweeney, formerly with the ABC sales department will handle the Baltimore and Washington, D. C., sales territory and headquarter in Baltimore.

W. S. Luckenbill, formerly with WJVW Louisville, will be responsible for the state of Oklahoma sales territory and will headquarter in Oklahoma City.

James F. Cox will handle the state of Kentucky sales territory and headquarter in Louisville.

Carl Tanburello, former sales manager of the American Encyclopedia Co., will cover the South Dakota sales territory and temporarily headquarter in Sioux City.

Ray Brown, former general manager of WAAB Worcester, Mass., will handle the sales territory of southeastern Pennsylvania, excluding Philadelphia, Norristown and Chester, plus Delaware.

ARKANSAS BILL

Would Outlaw Liquor Ads

A BILL prohibiting advertisement of alcoholic beverages on radio, or in newspapers or magazines that originate in Arkansas, was introduced Jan. 22 in the Arkansas State Legislature.

Introduced by Rep. Oliver R. Williams, of Grant County, the bill would become effective immediately upon passage and violators would be fined $100-$500 upon first conviction.

The proposed legislation was referred to the Temperance Committee with instructions to hold an open hearing before conclusion of the current session about March 10.

It is understood that the Arkansas Broadcasters Assn., State Press Assn. and the Little Rock Ad Club are "saving their ammunition" for the hearing.

DuMont Offers Series

ALLEN B. DuMONT Labs Inc., has secured exclusive availablity to a new series of 15 minute radio programs featuring commentary by Quentin Reynolds. DuMont is offering the series for sponsorship by receiver sales division distributors and dealers within their markets on a cooperative advertising basis. Programs are prepared by World Sound Co., Philadelphia, and tape recorded in New York, Friday. Twenty-four hour delivery to an United States point for Saturday or Sunday scheduling is guaranteed.

AFM HUDDLE

Prompts No Action In 3 Cities

NEGOTIATIONS between AFM New York Local 802 and radio-TV network representatives continued last week in New York, along with similar meetings in Chicago and Los Angeles for musicians employed on programs originating in those areas. Although there was no comment from either side in the New York meetings, it is understood that the union proposal to ban recorded programs between 8 a.m. and midnight has dominated the discussions since they began a fortnight ago [BROADCASTING • TELECASTING, Jan. 22].

Negotiators, meeting on Monday, Wednesday and Friday, are believed to have explored further the extent and significance of original union demands, while research was conducted by the networks into programming practices which might relate to musician unemployment. Some attention is believed to have been given to the possibility of working toward agreement through a formula.

AFM President James C. Petrillo continued his attitude of aloofness toward the negotiations, as he is expected to do until an impasse is reached, or discussions get beyond local matters. Mr. Petrillo was elected a vice president of the American Federation of Labor executive council at its annual meeting Jan. 22 in Miami.

SEIZURE BILL

Introduced in N. Y. State

A BILL that would give the New York Governor power to seize communications, including radio and television stations, was being considered by the state legislature last week.

Apparently patterned after the President's "model bill" for states as defense against atomic warfare, the legislation would grant Gov. Thomas E. Dewey broad powers over all facilities of communications and transportation.

The bill's introduction and subsequent hearings scheduled in Albany, N. Y., created a stir among critical lawmakers. In answer, William L. Pfeiffer, Republican State Chairman, charged Democratic members with playing politics with state civil defense. Mr. Pfeiffer stated that the present bill emanated from the bi-partisan Joint Legislative Committee to Study the Military Law.

In an open letter to Gov. Dewey, Commentator-Columnist Walter Winchell said in part:

I can't see why New York State should put on the statute books a law by which it can seize the radio and the press—even to give emergency warnings. . . . To pass a law compelling their facilities in time of war seems to me an implied questioning of their loyalty in time of peace. I think that neither the radio nor the newspaper publishing industries deserve this slur by implication.

IAAB Sets March Meet

MARCH 19 has been set for the opening of the II General Assembly of the Inter-American Assn. of Broadcasters in Sao Paulo, Brazil, according to Felix Muguerza, IAAB secretary. Agenda for the ten-day meeting will be announced soon. Campbell Arnoux, WTAR Norfolk, and Gilmore Nunn, Nunn stations, had been named as U. S. delegates with the possibility that NAB President Justin Miller might also attend.

BMI CLINICS

Four State Tour Planned

ONE-DAY "stands" of the BMI Program Clinic will be given in Missouri, Iowa, Nebraska and Colorado March 12-19 by request of broadcasters associations of each state, Carl Haverlin, BMI president, announced last week.

Speakers from New York who will make the tour and be augmented by speakers selected from each district are Ted Cott, general manager of WNBC and WNBT (TV) New York; Robert Saudek, ABC vice president; Reggie Schuebel, Duane Jones Co. radio department head, and Robert J. Burton, BMI vice president of publisher relations.

Record-breaking attendance characterized BMI's Program Clinic Monday and Tuesday in New York, with 110 representatives of some 80 stations present, according to Al Marlin, of BMI, chairman.

About 40% of those attending were station owners, presidents and managers, which indicated an increasing interest in programming problems on the part of higher executives, Mr. Marlin said.

State association presidents who extended invitations to BMI to make a tour with the clinic are William B. Quarton, WMT Cedar Rapids, Iowa; Mahlon Aldridge, KFRU Columbia, Mo.; Rex Howell, KFXJ Grand Junction, Col., and William J. Newens, KOIL Omaha.

Mr. Haverlin said BMI "takes real pleasure in this opportunity to broaden the scope of its clinics. As is well known, our clinics have from the beginning, some three years ago, brought experts together to exchange program information, with BMI's part in the discussion being restricted to the barest minimum. We have been merely the Christmas tree on which the presents hang."

Agendas of the clinics have gradually changed, the announcement said, bringing an increase in attendance of higher level executives. Forthcoming clinics will be in Jefferson City, Mo., March 12; Cedar Rapids, Iowa, March 14; Omaha, March 16, and Colorado Springs, March 19.

RADIO series, *Cisco Kid*, set for WOW Omaha February start following WOW-TV billing of TV version, with Butter-Nut Bread (Interstate Bakeries) the sponsor. Under sombreros (l to r): Frank P. Fogarty, WOW Inc. gen. mgr.; Bill Brewer, R. J. Potts-Calkins & Holden Inc., agency; Harry Meyn, Interstate gen. sales mgr.; Jim Zeilenga, Omaha Plant mgr.; Ernest Heuter, Interstate's L. A. adv. mgr.; Bill Wiseman, WOW-TV sales prom. mgr.; Jake Gerhardt, Des Moines branch mgr.; Robert M. Dooley, WOW-TV sales.

CONTEST to find song for Washington, D. C. [BROADCASTING • TELECASTING, Jan. 22] set by James H. Simon (l), president, Simon Distributing Corp., Motorola distributor, Eunice Rein and Henry J. Kaufman of Henry J. Kaufman & Assoc., agency.

JOHN KEYS (r), WMAQ Chicago prom. mgr., receives 45 rpm record player from R. S. Lashmet, adv. mgr., RCA Victor Div., Chicago, for winning entry in station promotion contest conducted by RCA for NBC stations airing *$64 Question* show.

MOVIE Stars Parade plaque goes to Rex Dale (center), WCKY Cincinnati's emcee of *Makebelieve Ballroom*. Doing honors are Charlton Wallace (l), radio-TV editor, Cincinnati *Times Star*, and Charles H. Topmiller, WCKY station mgr.

JUNIOR Chamber of Commerce award marking Edward C. (Cal) Cannon (r), KIEV Glendale, Calif., gen. mgr., as community's outstanding young man in 1950 for station's public service, is presented by Harold L. Angle, pres., Glendale Merchants Assn.

PREMIERE of *Queen for a Day* under P. Lorillard Co. (Old Gold) sponsorship in firm's first daytime network radio (five days weekly over 500 MBS stations) attended by (l to r) Jim Morgan, show's producer; Manny Yellen, Old Gold's asst. sales mgr.; Jack Bailey, emcee, as "Queen"; Nicholas Keeseley, v. p., Lennen & Mitchell agency; Sid Allen, MBS sales' adm. mgr.

MINOR LEAGUES DRIVE

EFFORTS to stimulate public interest in minor league baseball were started jointly last week by NAB and the National Assn. of Professional Baseball Leagues. The action came as the National Football League eased up on its TV regulations to permit additional telecasting of games.

Hugh M. P. Higgins, director of NAB's Broadcast Advertising Bureau, opened the cooperative baseball project at a meeting of Iowa broadcasters and minor league officials in that part of the Midwest. Idea of the promotion is to develop a pattern for broadcast promotion which will assist baseball in increasing the 1951 gate. The year is the golden anniversary of minor leagues.

William B. Ryan, NAB general manager who with Robert K. Richards, public affairs director, has sparked a winter-long effort to convince professional and amateur sports officials that radio and TV are not responsible for lowered attendance, said:

Winter Meeting

"At the time of the winter baseball meeting in St. Petersburg there was some feeling that the broadcast of play-by-play descriptions of baseball games, or the recreation of such games on radio, was reducing the attendance at baseball games, particularly in minor league communities.

"Broadcasters, and most baseball people with whom I have talked, do not believe there has been sufficient research to establish definitely that radio has had anything to do with reducing baseball's gate. On the contrary it is generally acknowledged that radio coverage of baseball games during the last 20 years has done much to build and broaden interest in the national pastime."

Closer liaison with broadcasters and baseball groups should be developed, Mr. Ryan said, to promote the sport, since playing of the game and the broadcast both serve the public interest.

The series of sectional meetings of minor league club owners and officials with broadcasters will last into mid-February.

Robert L. Finch, public relations director of the National Assn. of Professional Baseball Leagues, was conference leader at the first meeting in Des Moines, held Friday and Saturday.

Broadcasters at the meeting with Mr. Higgins were Robert Dillon and Al Coupe, KRNT Des Moines; Marvin Rosene, Jim Kelehan and Robert Elston, KIOA Des Moines; Robert Webber and Al Triggs, KWDM Des Moines; Gene Shumate and Herb Holm, KSO Des Moines; Paul Loyet, Woody Woods and Jim Zabel, WHO Des Moines.

The rest of the minor league sectional meeting schedule: Feb. 1-2, Portland, Ore., Multnomah Hotel; Feb. 4, New York, Hotel Roosevelt; Feb. 4-5, Los Angeles, Alexandria Hotel; Feb. 7-8, Fort Worth, Fort Worth Hotel; Feb. 8-9, Indianapolis, Lincoln Hotel; Feb. 9-10, Houston, Texas State Hotel; Feb. 13-14, Atlanta, Piedmont Hotel; Feb. 16-17, Winston-Salem, N. C.

Bert Bell, commissioner of the National Football League, told BROADCASTING • TELECASTING the league expects to use 75% more TV in 1951 than in 1950. A game will be televised in a home city only with permission of the home club and visiting team. This will not necessarily depend on whether there is a sellout, he said. Each city is to make its own decision. Most of the teams will have the game televised and sent out to free territory and visiting teams will most likely have the games shown back home, he added. The league held a five-day meeting in Chicago that came to an end last Monday.

CBS MEETINGS

Set for Districts 7, 8, 9

FRANK STANTON, president of CBS, and other top executives of the network, will hold meetings with station managers in Districts 7, 8, and 9 of the Columbia Affiliates Advisory Board during the next several weeks.

First conclave is taking place for District 8 in Dallas Jan. 28-30 with Wayne Coy, FCC Chairman, as special guest. Network executives present at the meeting, beside Mr. Stanton, will be Herbert V. Akerberg, vice president in charge of station relations; J. L. Van Volkenburg, vice president in charge of network sales, and William B. Lodge, vice president in charge of general engineering.

District 9 meeting will be held Feb. 12 and 13, in San Francisco, with John J. Karol, CBS sales manager, and Louis Hausman, CBS vice president in charge of advertising and sales promotion, joining Messrs. Stanton, Akerberg and Coy.

Feb. 14-16 will be the dates of the District 7 meetings in Omaha, when Joseph H. Ream, CBS executive vice president, joins Messrs. Akerberg, Hausman and Karol.

AD BUDGETS

Essential in Emergency, Gamble Says

SPENDING for advertising will go on through the period of military preparedness, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told the Southwestern Assn. of Advertising Agencies meeting in Dallas.

Mr. Gamble said advertising will be needed through emergency times "to find customers for vast quantities of goods, and to preserve customers for the future, and to hold our distribution machinery intact."

"It will be used," he added, "to promote ideas in the public interest, on the public service themes of the Advertising Council. It will be used to keep our economy strong."

Addressing a media luncheon, the AAAA head called for better understanding in these times between agencies and media. He ascribed key importance to the agency commission system in building national advertising.

High standards of agency recognition should be maintained by media, Mr. Gamble cautioned. He urged support of the 2% cash discount as a "payment stimulus and credit safeguard."

★

Television occupied top place in interest in discussion sessions at the conference held Jan. 19-20 at the Baker Hotel. John Paul Goodwin, of the Goodwin Co., Houston, was the moderator for a panel on the topic, "A Frank and Honest Look at Television Today."

Visit Fort Worth

Agency men made an excursion to Fort Worth for a tour of WBAP-TV. WFAA-AM-TV and KRLD-AM-TV, both Dallas, were co-hosts with their newspapers, the Dallas *News* and *Times Herald*, at various social functions.

George Knox, George Knox Advertising, Oklahoma City, was elected president; Paul Lago, Lago & Whitehead, Wichita, Kan., vice president, and J. Richard Brown, *Southwestern Advertising and Marketing*, Dallas, was re-elected executive secretary and treasurer.

New officers of the Southwestern Assn. of Advertising Agencies (l to r) Messrs. Lago, Knox and Brown.

SDX INITIATES

Fraternity Honors Four

RADIO was represented by three of four initiates inducted into Sigma Delta Chi, professional journalism fraternity, at a dinner of the Washington Chapter last Tuesday night.

The initiates: Edward W. Barrett, Assistant Secretary of State for Public Affairs, who heads the State Dept.'s Voice of America and other informational activities; Morgan Beatty, NBC commentator; Columnist Walter Lippmann, and Rufus Crater, associate editor of BROADCASTING • TELECASTING.

B. M. McKelway, editor of the Washington *Evening Star*, which owns WMAL-AM-FM-TV, received a 1950 fellow award from the national fraternity, as did Mr. Lippmann and AP Science Editor Howard Blakeslee.

Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING and president of the Washington Chapter, who presided at the dinner, appointed a five-man committee to judge entries in Sigma Delta Chi's annual contest for the best radio reporting of the year. Robert K. Richards, NAB director of public affairs, was appointed chairman. Other members: William R. McAndrew, general manager of NBC's WRC-AM-FM and WNBW (TV) Washington; Theodore F. Koop, CBS Washington director of news and public affairs; Howard Kany, of AP Radio, and A. Harrison, of UP Radio.

Conway Joins Compton

ERNEST J. CONWAY, head of his own manufacturing company, the Bocon Corp., and before that with Albert Frank-Guenther Law Inc., New York, joins the account section of Compton Adv. Inc., New York, to work on P&G's Duz account.

SIGNAL CONTROL

Secret Session Held

INITIAL phase of hearings on the Defense Dept.'s proposal to empower the President to silence radio-TV signals in "the interest of national security" got underway in an aura of secrecy on Capitol Hill last week.

At the same time, the Senate Interstate & Foreign Commerce Committee, which held closed sessions, was sounding out key agencies on their reactions to the controversial plan and marking time toward full-dress hearings.

Sen. Ed C. Johnson (D-Col.), chairman of the Senate Commerce Committee, who sponsored legislation (S537) at the request of the Defense Dept., and other committee members met behind closed doors, in executive session, with key military and FCC officials. The discussions were described as "highly classified."

Sen. Johnson, who has stressed that he did not necessarily support the measure in its present form, made plain, however, after the meeting, that he still considers the bill "too drastic" and again promised full-scale hearings. He indicated that industry groups also will be able to testify should they desire.

Committee authorities said last week that FCC, the Defense Dept. and other interested key agencies have been invited to submit comments on the proposed legislation, and that NAB and other industry organizations could file to appear, though no invitations would be extended formally.

Hearings Seen

Hearings were slated for the "near future," with probability held out that they would be conducted around mid-February or at least by early March. It also was held likely that open hearings would be held before the full committee. Measure has not been assigned to the communications subcommittee, headed by Sen. Ernest McFarland (D-Ariz.), Senate majority leader.

There also was speculation last week as to whether the bill, when finally reported out, will take fresh legislative form, giving the President the requested authority, or be spelled out in an amendment to the Communications Act, which would retain authority with FCC.

At last Wednesday's executive session, Sen. Johnson and other committee members received testimony from Curtis B. Plummer, FCC's chief engineer, and Maj. Gen. Francis L. Ankenbrandt, USAF communications director.

It was understood that Sen. Johnson had reiterated his previous fear that the bill is too drastic in present form, and that Gen. Ankenbrandt had re-emphasized the military's earlier stand that it needs formal authority, through the President, to control all "electro-magnetic radiations," including radio-TV emissions [BROADCASTING • TELECASTING, Jan. 22, 15, 8, Dec. 25, 1950].

Under the Johnson-introduced bill, which differs technically in certain language aspects with the military proposal, the President would be empowered to control signals "in time of war, national emergency, or whenever (he) deems it advjsable in the interest of national security." The wording "in times of strained international relationships," contained in the Defense Dept.'s accompanying letter but now apparently repudiated by military authorities as semantically incorrect, was omitted from the Johnson bill.

Sitting in at Wednesday's committtee meeting, in addition to Sen. Johnson and Sen. McFarland, were Sens. Charles Tobey (R-N. H.), John Bricker (R-Ohio), Herbert O'Conor (D-Md.), Warren Magnuson (D-Wash.) and James P. Kem (R-Mo.).

Meanwhile on the House side, where a companion measure pends, the House Armed Services Committee also was marking time—but for a different reason. The committee was prominently occupied with hearings on the draft and manpower, which threaten to sidetrack the signal-control bill for at least a fortnight.

Authorities said that the bill (HR 1643), introduced by Committee Chairman Carl Vinson (D-Ga.), had received little attention thus far, but indicated that the committee would give it careful attention and probably open hearings, once it had cleared the deck on other legislative matters. Authorities also thought it unlikely that the measure would be re-referred to the House Interstate & Foreign Commerce Committee, as it was in the upper chamber.

Rep. Vinson, like Sen. Johnson, has made plain that while he sponsored the legislation, he does not necessarily endorse it and intends to receive the benefit of testimony from government and private industry groups.

MEDIA BUDGETS

No Tax Crackdown ANA Is Assured

FOR the present time, at least, it appears that the government is not planning any full-scale crackdown on advertising budgets in view of the excess profits tax law and a new contract-renegotiation proposal already one step toward becoming law.

This opinion was expressed on Capitol Hill and by Paul B. West, president of the Assn. of National Advertisers, in New York.

Although some "talk" was prevalent in the early discussion of an excess profits tax bill on the Hill, it was understood the lack of complaints that manufacturers and other business owners have been abusing the "reasonable and ordinary" capital expenditure clause in the profits act has taken most of the steam out of the drive to put a legislative clamp on advertising budgets.

The ANA reported assurance from the U. S. Internal Revenue Bureau that the government office would continue to regard legitimate advertising expenditures as deductible under the profits tax act.

In a detailed report to members, ANA based its findings on consultations with the bureau. It deals with advertising as an operating expense or capital investment.

According to Mr. West, the government policy on deductibility of advertising expenditures has not changed since 1942 when the bureau gave ANA an outline of views with respect to the then existing excess profits tax law.

"Most types of good will and public policy advertising are deductible as well as regular commercial advertising," Mr. West said. "Understandably, questions have been raised from time to time about specific advertisements involving matters in the area of political controversy. That type of advertising may in some cases be disallowed.

"As the ANA has long recognized, corporations as good business citizens may well have a responsibility from time to time to speak out on matters of broad public policy. This is in no way inhibited."

The individual advertiser must use his sense of fair play in allocating funds to his advertising budget, according to the Congressional spokesman. He warned that it is up to the Bureau to become as tough as it wants; "although in most cases, the government is cognizant of the necessity to advertise one's business or product."

There is no reference to advertising expenditures in the contract-renegotiation act, as passed by the House last week. Bases for deductible expenditures are similar to that entertained in the excess profits tax law, it was explained.

The contract-renegotiation act is designed to curb profits which are in excess of a reasonable return as a result of orders obtained from the government for defense purposes. Its provisions also are designed to strike at expenditures made by a company for unnecessary services—such as the "five percenter."

A manufacturer who plans to allocate a portion of profit gained from a defense contract to make up his advertising expenditure along with the allocation taken from his non-defense operation is permissable where "applicable," it was explained. While this technical explanation does not pinpoint any set rule for the advertiser to follow, it is widely regarded as being in the general category of "reasonable."

CENSORSHIP

War Picture Stays Firm

PROSPECT of little change in the Far Eastern censorship picture was held out last week at the Pentagon where Col. Marion Echols, Gen. Douglas MacArthur's public information officer, conferred with military officials on the Korean campaign. At the same time controversy raged anew over basis for the curbs.

Supporting the recently imposed censorship blackout, Col. Echols stated that Army and radio newspaper correspondents are not dissatisfied with security measures, and added that the Korean war was the best-covered campaign in the nation's history.

Basis for Action

New stories are censored, not for accuracy but for security, he stressed, adding that correspondents have been free to cover the campaign within the bounds of reasonable restrictions. Furthermore, correspondents have been better briefed on background information than ever before, he said.

Meanwhile *Editor & Publisher* differed sharply with Gen. MacArthur, who had contended that censorship was imposed at the request of radio and newspaper representatives who met in Washington last month [BROADCASTING • TELECASTING, Jan. 22, Dec. 25, 1950].

"Either the general is searching for a crutch to support his rigid censorship rules, or someone along the line has been feeding him a lot of guff about the press demanding military censorship," the magazine editorialized. Media representatives, including NAB President Justin Miller, who attended the December parley reportedly had wired Gen. MacArthur on the subject of censorship.

Text of the message, revealed initially the past fortnight by *Editor & Publisher*, read in part:

> Fully conscious of importance of maximum protection of armed forces, but feel security of information from combat areas is the responsibility of the military. That responsibility cannot be passed to any other agency or group within the combat zone or without.
>
> If the military feels some further action is necessary to maintain maximum security, that action should be consistent with a minimum interference with flow of news to all media free to inform democratic nations.
>
> The military likewise has the responsibility to provide the maximum information consistent with security, and to give adequate guidance and facilities for news gathering and handling in discharging this responsibility.

Censorship issue also commanded the attention last week of the American Society of Newspaper Editors, which said it had advised President Truman on a set of principles to be followed if censorship should become necessary in the Continental United States.

Dwight Young, editor and publisher of the Dayton *Journal Herald* and ASNE president, declined to reveal details but said the association had met with military and other defense officials to discuss the problem.

Paley Named

(Continued from page 23)

has been set for this Tuesday when the other four members of the commission are expected to report.

It was emphasized that the Materials Policy Commission will study long range needs beyond defense requirements now commanding the attention of the NPA's electronics and communications divisions, the joint Munitions Board-NSRB electronics committee and the Electronics Equipment Industry Advisory Committee to the Munitions Board, comprising largely members of RTMA.

The new Office of Civilian Requirements, in which Mr. Weiss now serves as assistant to Mr. Miller, is described as a "buffer" group between industry and NPA, which issues limitation orders on metals used by electronics firms. It will concern itself with materials, manpower, hardship cases involving key industries in certain cities and other phases.

OCR expects to get rolling within 30 days, increasing its staff from 38 to nearly 80.

Flow of Orders

The question of plant disruption and slow flow of military orders also arose the past fortnight at a meeting of the Electronics Equipment Industry Advisory Committee with government officials. Attending were representatives of manufacturing firms, the three military services, and officials of the Munitions Board. Industry group was headed by Fred Lack, Western Electric Co., while Marvin Hobbs, director of the MB electronics division, headed up the government contingent.

Manufacturers were assured that the military would speed up placement of orders which would avert serious plant disruption, but came away reportedly unsatisfied that procurement contracts would be spread over a greater number of firms.

Another tangible result of the meeting was presentation of a component parts breakdown showing supply and potential requirements in the light of military business. The report was prepared by the industry's task groups and was highly praised by John Small, Munitions Board chairman, as an invaluable aid to the government in its planning.

It was held likely that the industry group, through RTMA, may be called upon to submit similar reports to the newly-formed Materials Policy Commission, though it was held likely that the reports would vary in content and deal specifically with materials.

While needs for fiscal 1951-52 have not been submitted to Congress, the Defense Dept. reportedly has advised Charles Wilson, director of the Office of Defense Mobilization, that it will allot roughly $500 million in contracts for component items in the near future and allocate over 10% of overall funds to electronics.

Mr. Wilson, in a Philadelphia speech, described electronics expansion as "difficult," noting:

"Far greater quantities are needed than in the last war; and they are needed sooner. The devices are more complex. But in electronics too, the job will be done; it has to be done."

Assured that the military will speed up procurement placements, manufacturers have been girding themselves to the battle of the shortages in past months by evolving substitutes for copper and cobalt, used in magnet speakers, coils, transformers for plating and other purposes.

One change involves a shift from so-called "electro-magnetic focusing" to "electro-static focusing" in production of new tubes. The method, according to Max Balcom, chairman of RTMA's tube Div. and and board chairman of Sylvania Electric Products Corp., has improved prospects for a continued supply of sets.

Wide Use Planned

Upwards of 35 cathode ray tube manufacturers are planning to utilize the new technique, Mr. Balcom said, predicting that set output would not fall below 25% of the 1950 seven million mark.

Changes in loud speaker magnets may save as much as 30% of both cobalt and nickel, it was reported. As an example, RCA and Sylvania are reportedly working on new types of vacuum tubes which use less nickel. And Philco Corp., which is understood to be readying a demonstration before NPA officials shortly, is said to have evolved non-metallic substitutes through change in its electrical circuits, designed to save about 50% of copper used in tubes and transformers. Use of selenium rectifiers, a non-metallic mineral, was mentioned specifically.

Beginning next month, cobalt will be allotted, on orders of over 25 pounds, on an allocation basis, with present supply cut to 30%. Copper and nickel are cut to 85% and 65%, respectively, of average uses during the first six months of 1950.

MAIL ORDER FUROR

Crusade Reaches Sharp Pitch

BETTER Business Bureaus in at least a half-dozen cities have joined the crusade to halt fly-by-night agencies and mail order firms that have exploited radio and TV stations by shipping shoddy merchandise to the public or, worse yet, no merchandise at all.

Stacks of letters continued to reach BROADCASTING • TELECASTING last week from stations claiming to have been milked by such concerns [BROADCASTING • TELECASTING, Jan. 8, et seq]. Postal officials have been compiling evidence.

Midland Adv. Co., 110 E. 23d St., New York, last week told this publication it had received numerous telephone calls from stations mistaking the concern for Midland Adv. Agency, in business briefly on Madison Ave.

Another Midland Adv. Agency, quarter-century-old agency in Cincinnati with a well-established reputation, also was confused with the New York agency by the same name, which operated briefly in the metropolis. Many stations have claimed they were never paid for time purchased and besides they have been refunding money to angry listeners.

Midland Adv. Co., through its owner, Marcus Bernstein, asserted it had never had any connection with Midland Adv. Agency, despite the similarity in names.

Ten-Year Operation

Midland Adv. Co., said Mr. Bernstein, has been in business for 10 years. The other organization, which disappeared a month ago after failing to pay numerous stations for time it had ordered and which placed advertising for several mail-order clients, operated only about two months.

upcoming

Jan. 28-30: Columbia Affiliates Advisory Board District 8, Dallas.

Jan. 29: NAB Board Finance and By-Laws Committees, Belleview-Biltmore Hotel, Belleair, Fla.

Jan. 30: Educational TV hearing continues, FCC, Washington.

Jan. 31-Feb. 2: NAB Board Meeting, Belleview-Biltmore Hotel, Belleair, Fla.

Feb. 1-2: Mississippi Broadcasters Assn., Program and Sales Clinic, Jackson, Miss.

Feb. 4-6: Arkansas Broadcasters Assn., Annual Winter Meeting, Hotel Marion, Little Rock, Ark.

Feb. 10-11: AWRT Michigan and Indiana Conference for former AWB members, Detroit.

Feb. 12-13: Columbia Affiliates Advisory Board District 9, San Francisco.

Feb. 13-15: RTMA Midwinter Conference and Board Meeting, Hotel Stevens, Chicago.

Feb. 14-15: NBC Stations Planning and Advisory Committee for radio and TV networks, New York.

Feb. 14-16: Columbia Affiliates Advisory Board District 7, Omaha.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

Feb. 17-24. Fifth Annual AAAA Examinations, administered by regional councils and chapters.

Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration date is Feb. 25.)

March 12: BMI Program Clinic, Jefferson City, Mo.

March 12-13: American Management Assn., Marketing Conference, Waldorf-Astoria, New York.

March 14: BMI Program Clinic, Cedar Rapids, Iowa.

'Night Watch'

(Continued from page 22)

casts weekly; Clark Theatre (all night movie), with seven spots weekly; Martha's Bridal Shoppe, with six spots weekly, and the *Chicago Daily News*, part owner of WIND, which sponsors five-minute newscasts every-hour-on-the-hour throughout the night.

The show has rendered valuable public service during the various charity drives and fund campaigns. In May 1948 Milton Berle raised more than $31,000 in a "Heart Marathon" on the *Night Watch*.

Present Night Watchman Berrill played baseball at New York U. and once tried out with the St. Louis Browns. After World War II, during which he served with the Navy Air Corps, he studied at the CBS Workshop in New York, and later worked as an announcer at WHOB Gardner, Mass.; WKIP Poughkeepsie, N. Y.; WTAG Worcester, Mass., and WCAE Pittsburgh, before joining WIND last October.

Atlas Brewing's other radio shows are *Musical Scoreboard*, also on WIND, which gives a run-down of baseball and football scores after the games, and play-by-play of the Chicago Cardinals pro football schedule on WCFL. Atlas paid $24,000 for *Musical Scoreboard* in 1950. TV-wise, the company has carried the Chicago Cubs home games on WBKB.

Atlas Advertising Manager Gomer uses a combination of media to keep his product close to the top in Chicago sales, but he does not hesitate to say "radio has played a large part in our success." A former U. of Nebraska medical student, Mr. Gomer has been in advertising for 25 years, starting with Marshall Field & Co.'s wholesale division. He later moved to an advertising position with Theatres Publicity Co. in Chicago and, in 1933, joining Edelweiss Brewing Co. After 11 years, he joined Atlas, which now is associated with Edelweiss. The two companies have separate and distinct organizations, however.

Olian Advertising Co. has handled the Atlas account for the past eight years, with President Irwin A. Olian and Executive Vice President Maurice H. Bronner serving as account executives.

Budget Hearings

ASSIGNMENTS for hearings of the President's budget were not yet complete in the House last week. However, it is expected that the House Appropriations Committee will set up subcommittees earmarking various portions of Mr. Truman's budget for their consideration, possibly sometime this week. FCC would get $6,850,000 for fiscal 1952 under the Presidents' proposal [BROADCASTING • TELECASTING, Jan. 22].

GET A FORMULA *Stick to it!*

WHAT MAKES NEWS NEWS?

News is news, first of all, if it is *timely*.

Every important news story of the past decade has broken *first* on radio. Perhaps that's the reason why 72% of the people depend on radio as their *principal* source of news.*

But news must also be *complete*.

Complete in coverage and in thoroughness. The group of stations represented by NBC Spot Sales are unsurpassed in news coverage . . . and thoroughness. The sources for these stations' popular newscasts are: AP, UP, INS and NBC's staff of 121 radio news reporters on world-wide beats from Pusan to Oslo.

And news must have *local flavor*.

The stations listed below are staffed with local news reporters and news announcers who know what makes *local* news. Complete local news reporting is one reason why these stations' newscasts are frequently the highest-rated in their markets. Spot radio and only spot radio brings local news *first* to the people of America.

If you have not established *your* formula for spot radio success, make your decision for local newscasts, now.

The listener loyalty to local newscasts will pay off in customer loyalty for your product. Your NBC Spot Salesman is your first contact for assistance in planning your newscasting schedules.

**National Opinion Research Center*

NBC SPOT SALES

NEW YORK CHICAGO CLEVELAND HOLLYWOOD SAN FRANCISCO

WNBC New York
WMAQ Chicago
WTAM Cleveland
WRC Washington
KNBC San Francisco
KOA Denver
WGY Schenectady—Albany—Troy

BAB Aims at ANPA

(Continued from page 19)

stores among the 10 that had been regular radio advertisers kept their sales high. It was the group of stores not previously radio advertisers that took the beating.

Of the six stores that were regular users of radio, one had sales as high as 1948, two had bigger sales than 1948, another "enjoyed one day during the strike that was the second best in its history," another reported that its sales "came up to expectations" and the sixth reported sales that were "slightly" below 1948.

The four stores which were not radio users before the newspaper strike lost so many sales that they pulled down the average for the whole 10. "The moral of this is obvious," says BAB. "Where radio is used, consistently, with skill and intelligence, business continues to prosper. Six Pittsburgh stores found this to be true. The other four pulled the average down. But the ANPA Bureau of Advertising generalizes and credits their failure to a medium they either did not use at all or were novices at employing."

In its ad, the Bureau of Advertising said: "Scores of other downtown stores felt the loss of the mass traffic-building power of daily newspaper advertising."

Says BAB: "Let's look at the record. Here are facts reported by the U. of Pittsburgh's Bureau of Business Research—men's wear store sales were up 25.2% in October over the previous month. New car registrations were up 16.8%, and women's and children's wear up 11.5% in October over September. Jewelry stores reported sales up 2.3%; florists had a 4.2% increase; general merchandise stores showed a 1% gain, and lumber, building and hardware had a 1.4% rise."

'Hopes Go Glimmering'

Said the Bureau of Advertising ad: "Football games, theaters, nightclubs saw box office hopes go glimmering."

Says BAB: "This is interesting. The attendance at the Pittsburgh Steelers' pro football games of Oct. 7 and 22 were both sellouts, with thousands turned away at the gates. Even the clash with the last-place Baltimore Colts pulled an attendance of 23,500 spectators. These games were all advertised by radio.

"Theaters and nightclubs are, by tradition, heavier users of newspapers than radio. It is obvious why their boxoffice receipts suffered, but even so, eating and drinking places showed a 2.6% increase in October over September."

Said the Bureau of Advertising ad: "Men sought jobs and jobs sought men with little luck."

BAB explains that the U. of Pittsburgh Bureau of Business Research reported an increase in the number of persons employed in the Pittsburgh area from mid-October to mid-November, in the middle of the strike period, and that payrolls were up 3%.

The Bureau of Advertising reported in its ad that people sorely missed out on important news.

Says BAB: " . . . the November elections took place during the newspaper strike. The entire news coverage job had to be handled by radio. Result? The total vote exceeded that of any previous gubernatorial election by 30,000."

Quotes Mayor

The Bureau of Advertising ad quoted Pittsburgh's Mayor David L. Lawrence: "The newspaperless city is deeply hurt by the people's inability to get the news accurately and fully."

BAB answered that with a letter the same mayor sent to every Pittsburgh radio station: "I need not point out that for many weeks during the fall we were without our three daily newspapers. The extra news service which radio provided at that time kept the citizens of this area informed of the happenings of local, national and world-wide importance."

The Bureau of Advertising ad quoted the chairman of the Community Chest drive as saying that the absence of newspapers had hurt the fund raising. "On the day the newspapers resumed," he was quoted in the ad," we should have had 95% of our goal, but we were under 75%."

Says BAB: "The records say differently. In the past four years, the Pittsburgh Community Chest drive has never been over 90% at that stage of the drive. In the 'model' year of 1948 it stood at 75.6%—contrasted with 74.8% in 1950 during the newspaper strike.

"We should also like to quote a further remark of the chairman's which the ANPA does not. 'It cannot be denied', he admits, 'that the uncertainity caused by the Korean situation and the certainity of higher taxes has not made the job any easier.' "

The ANPA ad quoted Glenn Knickerbocker, executive of Kroger Food Stores, as saying: "For us radio doesn't do the job, nor TV. I say if you want to prove newspapers' value, just do without them."

For this one, BAB has a crusher: "From Oct. 4 through Oct. 25 all Kroger stores in Pittsburgh were closed because of an employe strike. We say if you want to prove newspapers' value by a more unrelated 'testimonial' than the above quotation, it'll be pretty hard to find."

"If business as a whole took a beating in Pittsburgh," says BAB, summing up, "it's a beating that only the ANPA Bureau of Advertising recognized. Because the implication that only newspapers can move merchandise in large quantities is as preposterous as to say that the only way of travelling to the West Coast is in a Conestoga wagon.

"Advertisers who realize that intelligent advertising is the skilled meshing of all available media are the business men with the best life expectancy today. The Pittsburgh newspaper strike proved it."

1913 Tom Revere 1951

TOM REVERE, 48, radio and television manager of the Biow Co., New York, died suddenly at his home in New York last Wednesday.

Mr. Revere

Mr. Revere had been with the Biow Co. since 1947. Previously he was vice president of radio for Donahue & Coe (1945 to 1947) and before that vice president for radio for Ted Bates & Co. (1942 to 1945) and vice president and manager of radio for Benton & Bowles (1930 to 1942).

In 1925 he received his B.S. degree in engineering from Ohio State U. While still in college, Mr. Revere worked as a cub reporter for the *Columbus Dispatch*. Following graduation he spent several months as a reporter for the Paris edition of the *Herald-Tribune*. His newspaper career also included reporting for the *Baltimore Sun* and city editor of the *New York Post*.

Mr. Revere was prominent in civic affairs. He received a citation for "outstanding community work" in 1949 from the Community Chests of America. He also was active with the Boy Scouts of America.

Surviving are his wife, Mrs. Althea Lepper Revere, professor of microscopy at Stevens Institute, Hoboken, N. J.; a daughter, Lee, 12 years old, and a son, Thomas Jonathan, 11.

MAYFIELD KAYLOR

Radio-TV Director Dies

FUNERAL services for Mayfield Kaylor, 47, former radio and television director of Walter McCreery Inc., Beverly Hills, Calif., were to be held last Saturday from Blessed Sacrament Church, Hollywood. Mr. Kaylor died Jan. 24 at St. Luke's Hospital following a lingering illness.

From 1947-1949 he was general manager for the New York office of Smith, Bull & McCreery Inc. and shortly after the agency split, he transferred to the Beverly Hills office of the new Walter McCreery Inc. as radio and TV director. Besides his wife, Ruby, he leaves a daughter, Karena, 11.

NOVIK CHARGE

Sees Aim to Scuttle FM

IGNORANCE of the "real facts on FM" or an intentional attempt "to undermine the steady progress FM is making" was charged to Ross Siragusa, Admiral Corp. president, by Morris S. Novik, radio consultant and executive as well as chairman of the FM Industry Committee.

Referring to a statement by Mr. Siragusa that "FM is a dying art" and FM's channels should be vacated to make room for more TV outlets, Mr. Novik declared FM's strength is greater than at any other period in its history, with 519 fully licensed FM stations in operation of 676 on the air.

Mr. Novik reminded that MBS and CBS have granted affiliations to FM-only stations. He said about 7 million FM receivers are in circulation. General Electric Co. and Zenith Radio Corp. "can't make enough" FM sets and table models have been on allocation for some time, he added.

W. G. SCHOLTS

L.A. Agency Head Dies

FUNERAL services for William G. Scholts, 66, founder and head of Scholts Adv. Service, Los Angeles, who died at his home last Wednesday of a heart failure, were to be held Saturday from Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif. Mr. Scholts was active in advertising and publishing circles in Minneapolis before establishing his agency in Los Angeles in 1923. He was one of the founders of the Southern California Advertising Agencies Assn. and past president of the Advertising Club of Los Angeles and Los Angeles Sales Executive Club.

His son, Tom D. Scholts, agency radio director, will continue direction of the firm with L. G. Myhro as production head. Surviving are his widow, Mary Elizabeth; his son, Tom and daughter, Ruth.

John D. Hymes Resigns

JOHN D. HYMES has announced his resignation as manager of WLAN Lancaster, Pa., effective on or before March 1, it was reported late last week. A former president (1940-1941) of the Radio Executives Club of New York, Mr. Hymes had for the past three years been WLAN manager. He has not as yet announced future plans. He was previously with the Biow Co., WNEW and CBS in New York. During World War II he was deputy director and station relations director of the OWI Domestic Radio Bureau.

Mr. Hymes

If you

would like

to learn

the meaning

of "good radio"

in Erie, Pa.–

we invite you

to talk with

our new

sales specialists–

H-R Representatives.

WIKK

5000 WATTS

ABC

ERIE, PA.

NAB-TV Board

(Continued from page 25)

member. Fraternal and club affiliations include National Press Club, Metropolitan Club, Theta Nu Epsilon, Sigma Delta Chi, Phi Delta Theta.

* * *

George B. Storer

FROM a one-station operation (WSPD Toledo), George Storer has built Fort Industry Co. into an important radio-television group of seven AM and three TV, plus six FM outlets. TV outlets are WJBK-TV Detroit, WSPD-TV and WAGA-TV Atlanta. He has taken an active part in industry affairs for two decades. He serves as board chairman of Standard Tube Co., Detroit. Back in the '20s Mr. Storer was vice president of Republic Steel Co. at the tender age of 21. He resigned to go into business for himself, starting a gasoline enterprise in Toledo with J. Harold Ryan, now his brother-in-law and senior vice president of Fort Industry. They tried radio to sell gasoline, got results and soon were doing business as WSPD. Mr. Storer is president of Fort Industry. (WSAI Cincinnati has been acquired by Fort Industry subject to FCC approval.) Mr. Storer's early broadcast experience included joint direction of the original ABC with Arde Bulova during the '30s. During World War II he was a commander in the Navy.

* * *

Robert D. Swezey

VICE CHAIRMAN of the NAB-TV board, Robert D. Swezey has been in television two years as general manager of WDSU-AM-TV New Orleans. He has been one of the two TV members of the NAB board. Born Sept. 27, 1906, in Somerville, Mass., he was educated in Massachusetts, was graduated from Harvard law school and passed the state bar in 1932. He went to New York in the heart of the depression with $100 in his pocketbook and landed a job at Chemical Bank & Trust Co. Washington called so he filled several government posts, meanwhile studying radio law. In 1939 he joined NBC, moving over to the Blue with Mark Woods when the Red and Blue were separated. MBS later named him a vice president and he served as general manager of the network under Edgar Kobak, then president. He moved to WDSU in 1949.

* * *

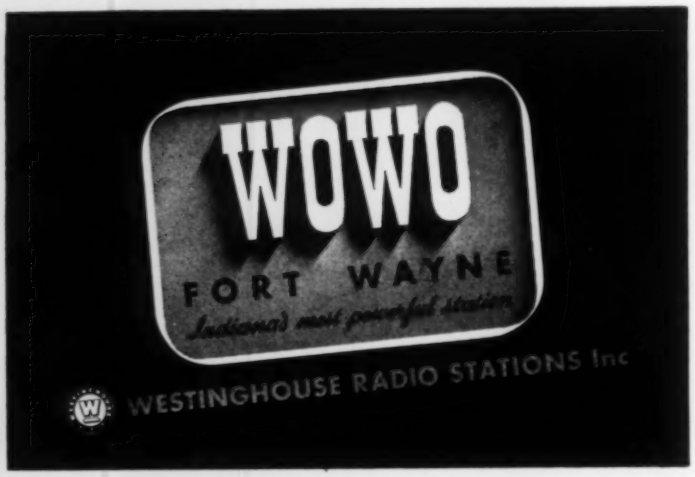
Eugene S. Thomas

IN broadcasting and television for a quarter-century, Eugene Thomas is general manager of television operation of WOR-TV New York. In the twenties he was with Thomas R. Shipp Inc., public relations firm, handling the Atwater Kent, NBC, General Motors and other accounts as well as managing the Atwater Kent auditions. Later he joined H. W. Kastor & Sons Adv. Agency in Chicago, heading the radio department, moving to WOR in 1934 and becoming sales manager. He was president of Advertising Club of New York and of Sales Executives Club of New York; national director of Advertising Federation of America; vice president of the former WOIC (TV) Washington, now WTOP-TV; member of Commercial Operations Committee of Television Broadcasters Assn.; chairman of NAB Sales Managers Executive Committee. Elected to NAB board in 1949 as TV director and is chairman of new NAB-TV board.

* * *

Chris J. Witting

A CERTIFIED public accountant, Chris Witting has been active in working out cooperative programming on a basis which enables inland stations to offer New York and Chicago produced shows on a financially attractive basis. He joined DuMont in June 1947 and is now general manager of the DuMont TV hookup. He attended schools of business and finance at New York U. and Columbia U. as well as Fordham Law School. Later he joined Price, Waterhouse Co. In 1940 he was elected comptroller of the USO camp shows, supervising over 5,000 entertainers in the European theatre. He is a member of the New Jersey Communications Commission.



FOSTER AT RCA

Heads Mobilization Plans

VICE ADMIRAL Edwin Dorsey Foster, U. S. Navy (ret.) has been appointed director of the newly-established Mobilization Planning Dept. of RCA Victor Division [BROADCASTING • TELECASTING, Jan. 8]. Announcement was made by Charles M. Odorizzi, operating vice president of the division.

Adm. Foster

Admiral Foster, former chief of Naval material in the office of the Secretary of Navy, is to aid in assuring the most effective operation to meet the government's requirements for research, development, and manufacture of vital electronics equipment for the defense program.

New McFarland Bill

(Continued from page 21)

Committee and its radio subcommittee has been concerned with this major radio legislation. In that time, according to the Majority Leader, 45 days of hearings with 145 persons testifying and 800 others submitting testimony, consuming 3,700 printed pages of transcript, were compiled.

Sen. McFarland stressed that portion of the bill which would amend Sec. 4 (g) of the Communications Act—to permit FCC to buy land and construct buildings for monitoring and research activities—"a proposal," he said, "urged by the Commission as being necessary now because of the current international situation."

A bill (HR 1730), embodying the funds-for-monitoring proposal, was reported by the House Commerce Committee last week and sent to the House floor.

The defense planners, Sen. McFarland continued, look to immediate extension of this Commission authority because of its "foremost importance in periods of international tension." Sen. McFarland said only one station in Alaska and only one in Hawaii are used for monitoring purposes.

His bill, the Senator asserted, is "an essential legislative step forward in bringing about improvement in administrative functions of this vital agency." He said he believes immediate action is necessary "in order that the FCC can adequately and fully execute" its functions under the Communications Act.

The bill has a number of objectives. Among these is a provision to set up a statutory target date on the time limit—within three months of filing—for action on original application, renewal and transfer cases. Another is to place a six month limit within which hearing cases must be completed. These "deadline" recommendations are not favored by the FCC, particularly the provision of the bi which would make the Commissio explain tardiness to Congress.

As in earlier versions—and a being done by the Commission, th measure would realign the Com mission staff along functional line into Broadcasting, Common Ca rier, and Safety and Special Ser ices divisions, each with legal, eng neering and accounting personn components.

It would require FCC to notif applicants before setting applica tions for hearing. Grants issue without hearing would continu subject to protest for 30 days. An other requirement for the Commis sion would be action on protest within 15 days.

The bill also would permit FC to issue cease-and-desist order against violators of the Commis sion's rules and regulations.

One point in the bill which ha been debated heavily by the Jus tice Dept. is a section on anti-trus cases. "Double-jeopardy" in suc cases would be alleviated. The bi also would create a "buffer" staf which would act as liaison betwee Commission and the regular staf

This "buffer" would be respon sible to FCC for the preparatio and review of decisions, order rules and other memoranda upo assignment.

Number of assistant genera counsels, assistant chief en gineers, and assistant chief ac countants would be reduced if th bill became law.

Commission action on renewa would bear on its finding that th public interest would be serve The applicant for renewal woul no longer have to make the sam presentation as required of orig inal applicants.

Job-Jumping Ban

The measure would prohibit a Commissioner, who resigned, fro representing any interest with FCC jurisdiction for one year afte leaving the FCC. The job-jump ing ban would not apply to a Com missioner who has served the fu appointed term.

It also would bar representa tion of any interest within FC jurisdiction by bureau heads an their assistants and the Commis sioners' personal legal assistant for one year after leaving FC employ.

Job-jumping bans would be come effective a year after th measure becomes law.

A radio fraud law similar to th postal fraud statute is included.

Another section—which is out dated since the proposal alread is law as a result of the 81st Con gress passing a bill before it close last month—would limit a judicial review of cases involvin FCC's licensing power to the U. S Court of Appeals for the Distric of Columbia. It is expected tha this now unnecessary provisio will be stricken or otherwis brought up to date when the bi is advanced on the legislativ road.

All Under The Watchful Eye of Vic Diehm

WAZL
HAZLETON, PENNA.

NBC-MBS ..... **1490 KC**
Serving Eastern Pennsylvania. Owned and operated by the Hazleton Broadcasting Company. Represented by Robert Meeker Associates.

WHOL
ALLENTOWN, PENNA.

CBS ..... **1230 KC**
Serving Pennsylvania's Third Largest Marketing Area. Owned and operated by the Allentown Broadcasting Co. Represented by Robert Meeker Associates.

WLTR
BLOOMSBURG, PENNA.

1000 Watt Independent **690 KC**
Serving the Susquehanna Valley. Owned and operated by Harry L. Magee.

These Stations Are All Staffed By Competent Men Too—

—But Who Wants to Look at Them!

EMERGENCY NETWORKS Plans Take Form

NEW plans to provide disaster networks, emergency information service and defense intelligence were offered last week as New York broadcasters opened a statewide atomic program on over 100 stations.

Nationwide project was suggested to President Truman and to Pennsylvania broadcasters by Robert Walter, manager of WVAM Altoona, Pa. He would have all stations clear time at 6 p.m. each weekday night for defense and emergency service.

Tieup of relay and selected amateur transmitters on a nationwide basis to provide fast emergency transmission of news to the public was proposed by Robert M. Beer, co-owner of WATG Ashland, Ohio.

The first New York State broadcast was staged last Wednesday under the title *Plan for Survival* Millard Caldwell Jr., Federal Civil Defense Administration director, and Col. Lawrence Wilkinson, director of the New York Civil Defense Commission, appeared on the opening broadcast.

Scheduled to continue indefinitely, the program will deal with such matters as planning for survival of children, personal survival, communications and warnings, and evacuation. The network will use no wire lines; member stations will pick up and rebroadcast the signal of the originating station on their assigned frequencies.

For network purposes, the state has been divided into "upstate" and "downstate" areas, the latter reaching from New York City to Albany, Schenectady and Troy with WNBC New York as the originating station. For re-broadcast to upstate and western New York, WGY Schenectady will pick up the WNBC signal. WOR New York will be the alternate originating downstate station, and WXKW Albany the secondary station upstate.

Beginning with the third broadcast in the series, the latter half of each program will be filled by individual stations throughout the state with defense information of a local nature. Foreign language stations in New York will translate the program into other languages to provide for the greatest dissemination possible.

Formation of the emergency network and the program was called "an historic occasion for the radio industry" by New York Mayor Vincent R. Impellitteri, speaking in that city last week. "It represents the first time that the stations of New York State will broadcast simultaneously. The radio industry has broken all precedents in making the greatest effort where there is greatest need—mobilization for civil defense," he said. The Mayor's remarks came after he had censured New Yorkers for failure to volunteer for civil defense; only 70,000 of the 500,000 volunteers required had come forward. "The danger we face is open, unprovoked savage attack without warning. Against this, the only defense is constant preparedness," the mayor said.

Responsible for the emergency network and programs is the civil Defense Committee for Radio, downstate part of which includes the following from New York stations: Dave Driscoll, WOR, chairman; Harvey Gannon, WNBC; Eleanor Sanger, WQXR; John Jaeger; WNEW; Alan Carter, WNYC; Gordon Graham, WCBS; John Madigan, WJZ, and Charles Baltin, WHOM, who represents foreign-language stations on the committee. William Fay, WHAM Rochester, is chairman of the upstate part of the committee, which also includes George Driscoll of WHAM and Don de Neuf of the Rural Radio Network, the basic connecting network upstate.

A television program for Greater New York viewers, called *ABC of Atomic Survival* and presented by the ABC Public Affairs Dept., began Jan. 14 over WJZ-TV New York. On Sundays, 9:25-9:30 p.m., it reports a "critical evaluation" of city measures for defense and provides instruction for personal and family defense preparations.

Mr. Walter's letters to President Truman, and to all Pennsylvania stations, raised the possibility of tying all U. S. stations into an anti-communistic campaign. Noting that the country has "a tremendously powerful weapon for acquainting the American people with the evils of the system of Communism," he explained that "radiomen and radio stations have always been known for their being able to lay aside all else to do a job at hand for the interests of public service."

He described the plan in his letter to President Truman in this way:

> I have sent out a letter to each and every radio station in the State of Pennsylvania. In that letter I have asked the managers if they will try to clear 6 p.m. each night Monday through Friday for a period of five minutes.
>
> Sponsors will be credited and will still retain sponsorship of the period, merely turning over five minutes of their period for the reading of a message (new each day) dealing with the subjects of "What Is Wrong With Communism" and "What to Do in Event of Atom Bomb Attack."
>
> Three days, Monday, Wednesday and Friday, would deal with Communism, two days, Tuesday and Thursday, with the atom bomb attack subject. All five days would include a script which I hope can be written by the government, cleared through the proper channels, and then sent to all Pennsylvania stations for simultaneous release over the air at the very same time by all stations of this state.
>
> This means, in effect, that all people in Pennsylvania would almost have to hear the subjects, if they listen to the radio at all. Such a voluntary "monopoly state net" would certainly get the subject to our people in this state.

Mr. Walter added in his letter to the President, that if the plan works in Pennsylvania it could be done all over the country, achieving "a 6 p.m. 100% Hooper for the coverage of the two subjects above."

He offered to assume personal responsibility for clearing such a scheme with the nation's stations.

RADIO SILENCING

Termed Very Difficult

ENEMY attempts to silence radio stations in the United States have small chance of success, according to Arthur Van Dyck, staff assistant at RCA Lab., speaking last week before the American Institute of Electrical Engineers at its winter meeting in New York. "While it is probably impossible to prevent an expert and determined saboteur from putting any single station out of operation, at least temporarily, the protection is complete enough to discourage all but the most determined and well-equipped efforts," he said.

Transmitter protection is not a serious problem in this country, he pointed out. Instead of only one station serving an area, there are many and the task of silencing all of them would be very difficult if not impossible. Many stations have emergency transmitters available for immediate use; some even have emergency antennas.

Destruction of large towers would not be a crippling blow, he continued, since hundred-foot poles can be erected quickly, or balloon-supported wires will do. World War II experience proved it to be extremely difficult to put stations out of commission by air bombing unless a direct hit was scored, he said.

Mr. Van Dyck expressed doubt that an enemy attack would result in broadcasting being shut down, as was customary in the last war. Modern aircraft navigational aids are so good that broadcast station emissions for locating a city are unnecessary, he said.

Pointing out radio's role of educator in defense matters, he said the media also would be needed to alert civil defense officials and agencies. "In the event of an air attack, many hundreds of points need to be alerted and signalling to them within a few seconds is vital. This can be done only by widespread, high-power radio stations and means are available whereby it can be accomplished on standard broadcast stations without interfering in any way with the normal operations of the stations."

Not just any aspirin—BAYER ASPIRIN. And the makers of this famous product have followed through by selecting "not just any station"—but KFYR, for ten years of continuous advertising. Ask any John Blair man for the complete KFYR "success" story.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

OIL NEWSLETTER

PUBLISHED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 17 OF A SERIES

FOR YOUR INFORMATION:

Much of the strength of an industrial nation -- in peace or war -- lies in its ability to fuel and lubricate its wheels, machines and motors. The American petroleum industry, in the year of half-peace and half-war that just ended, provided the nation with further comforting assurances of its ability to do its part for Uncle Sam and 150 million Americans. The story of petroleum in 1950 unfolds a thrilling panorama of progress and plenty, of what free men can do in a free country to make life more bountiful for a free people.

Preliminary figures for 1950 indicate that domestic consumption of petroleum products soared to an all-time peak -- 2,356,000,000 barrels. That breaks down into 6,455,000 barrels a day -- or figured in gallons (which is the way most of us buy our basic petroleum products) 271,000,000 gallons every 24 hours. That rate of consumption is 11 per cent higher than a year ago, 33 per cent above the wartime peak of 1945 and 59 per cent above the prewar record of 1941. It is equal to 660 gallons a year for every man, woman and child in the United States.

How did the petroleum industry meet this demand? How did the oil men manage to have abundant supplies of gasoline, fuel oil, lubricants, and other petroleum products available everywhere? They did it by working harder than ever before; by surpassing most of the peak performances of previous years; by wisely continuing their expansion and modernization program; by developing new and better ways of finding, producing and refining petroleum; and by competing vigorously with each other for petroleum supplies and markets.

In 1950, the men and women of oil:-
...drilled the greatest number of wells in history
...boosted refinery capacity to an all-time peak
...processed more crude oil than ever before
...passed the billion barrel mark in motor fuel production
...set a new record for production of househeating fuel oil
...shattered old highs for production of natural gas
...increased the nation's proved reserves of liquid petroleum
...plowed back another two billion dollars in capital investment
...spent another 100 million dollars on research

These are the highlights of 1950. They show vividly how oil men met record-breaking demand by record-breaking performances. But that's past history now. A new year has begun and the oil men are moving along in high gear to meet the challenges of 1951. What lies ahead is virtually anybody's guess. But judged by its 1950 operations and past achievements, the oil industry is better able now than ever before to meet the demands of an uncertain future.

* * * * * *

If at any time you'd like further information about the oil industry and its operations, please write to me.

Harold B. Miller, Executive Director,
Oil Industry Information Committee,
American Petroleum Institute,
50 West 50th Street,
New York 20, New York.

KWBB OPENING

Delayed Until March 15

DEBUT of KWBB Wichita, Kan., as a 1 kw independent affiliate of the *Wichita Beacon*, originally scheduled for this month, has been delayed until March 15. Station will operate fulltime on 1410 kc.

Keying preparation to a format of news, music, sports and special events, KWBB will use AP news service, and Thesaurus and Capitol transcription libraries. General Electric transmitting and studio equipment and RCA turntables will be used. John E. Pearson Co. has been appointed national representative.

Levand President

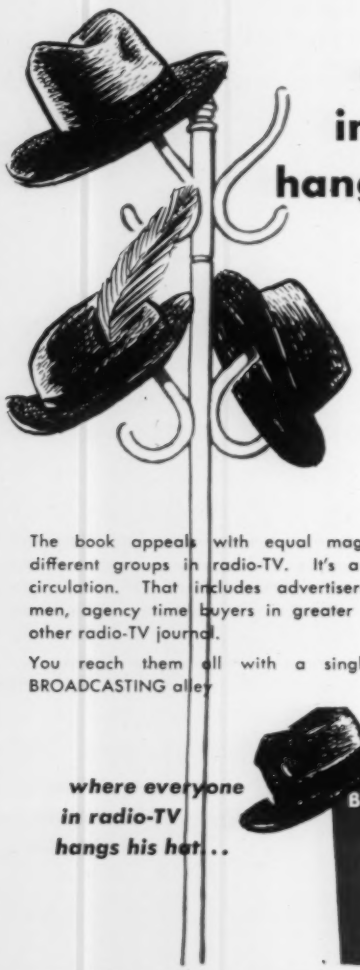
Louis Levand, publisher of the *Beacon*, is president of the new station. Other executive personnel include Milt Hall, formerly with KOA Denver and KSBW Salinas, Calif., vice president and general manager; Merritt Winsby, Wichita businessman, secretary-treasurer; Don Wells, formerly with KSBW, station program director, and Ralph McClellan, chief engineer.

Organization of the KWBB commercial department also is underway, with addition of Bob Bennett, former commercial manager of KSIJ Gladewater, Tex., and Fred J. Langan, who served in a similar capacity at KMAN Manhattan, Kans.

Discussing progress plans for March opening of KWBB Wichita as 1 kw independent outlet are (l to r) Messrs. Hall, Wells and McClellan

* * *

WWRL New York announced a 15% increase in gross business for 1950 as compared to 1949. Greatest commercial increase was reported in the Spanish language programs, which comprise 34½ hours of WWRL's weekly broadcast schedule. Station also devotes 22½ hours to Negro programs.



where everyone in radio-tv hangs his hat

Symbolic? Sure. But true. BROADCASTING - TELECASTING has been the common meeting ground of everyone concerned with radio-TV since 1931.

The book appeals with equal magnetism to all the different groups in radio-TV. It's a balanced kind of circulation. That includes advertisers, agency account men, agency time buyers in greater numbers than any other radio-TV journal.

You reach them all with a single roll down the BROADCASTING alley

where everyone in radio-TV hangs his hat...

NETWORK GROSS

Radio Drops TV Rises

NATIONWIDE radio networks had gross time sales of $183,358,9[illegible] during 1950, Publishers Information Bureau reports. Sums represent[illegible] a decrease of 2.4% from the 1949 gross of $187,800,329.

Gross time sales of three TV networks (ABC, CBS and NBC, wit[illegible] DuMont not reporting) rose 235.5% over the 1949 gross of all four networks, according to PIB. The 1950 TV three-network time sale total was $40,453,878, compared with the 1949 four-network tota[illegible] of $12,294,513. PIB network-by-network breakdowns for both rad[illegible] and TV follows:

* * *

NETWORK RADIO

	December 1950	December 1949	Jan.-Dec. 1950	Jan.-Dec. 1949
ABC	$2,752,288	$3,656,492	$35,124,625	$42,343,83[illegible]
CBS	6,544,490	5,774,939	70,744,669	63,403,5[illegible]
MBS	1,312,393	1,345,810	16,091,977	18,048,3[illegible]
NBC	5,063,845	5,631,643	61,397,651	64,013,2[illegible]
TOTAL	$15,673,016	$16,408,884	$183,358,922	$187,800,32[illegible]

NETWORK TELEVISION

	December 1950	December 1949	Jan.-Dec. 1950	Jan.-Dec. 1949
ABC	$1,140,464	$219,337	$6,470,510	$1,391,9[illegible]
CBS	2,269,022	568,713	12,797,556	3,446,9[illegible]
MBS	.....	106,750	.....	955,33
NBC	3,274,877	1,026,366	21,185,812	6,500,10
TOTAL	$6,684,363	$1,921,166	$40,453,878	$12,294,51[illegible]

AM'S FUTURE

'Bright, Long,' Dennis Says

AURAL broadcasting has a "long and bright future as long as stations and networks serve their advertisers and tune-in their own audience," Gene Dennis, account executive at R. J. Potts, Calkins & Holden, Kansas City, asserted at the Chicago Radio Management Club meeting Wednesday.

In a resume of his own radio and advertising experiences, Mr. Dennis concluded also that stations and representatives must "gather and give the sales ammunition" to the agency. The time has come for radio "to arrive at an honest, reliable, comprehensive system of surveys which are indisputable," and announcers, producers, agencies and packagers should "accentuate the current rebirth of honest radio programming with commercials that have selling sense," he said. Citing Arthur Godfrey as an example, Mr. Dennis said his copy is straightforward, homey, light and full of salesmanship.

Cites Competition

Pointing out that there are "15 sharp salesmen shooting for each advertising dollar," Mr. Dennis asked for advertising to be backed up locally with dealer cooperation and shelf-level promotion. Both radio and television can create "product patriotism," but they need local help, the speaker said. Citing definite need for "pre-planned sales pitches from stations and reps." With the upcoming decline in available manpower, the industry needs more and better trained salesmen and fewer of the "over-zealous, sharp-shooting type that bypasses agencies and goes to the client," Mr. Dennis asserted. "Fabulous penny ante deals and sales offers that more often belong in the gutter than in agency offices are hurting radio," he added.

JWT STUDY

Cites Economic Expansion

OVER-ALL economy can be expanded, in spite of certain shortages, a study of marketing potentialities for 1951, published annually by J. Walter Thompson Co., New York, indicates.

To meet this challenge business must raise its sights and, rather than "business as usual," the country must have unusual productivity, the pamphlet suggests.

The report, called "Marketing in a Defense Economy," was written by Arno Johnson, JWT director of research. It shows that it is not only necessary and justifiable for business to increase productivity (with a resultant expansion of our economy) but it is an obligation business must assume to improve our defense. It points out the part selling must play in the overall picture. Copies are available upon request to JWT.

TYRRELL KRUM

Former NBC Newsman Dies

TYRRELL KRUM, 50, former NBC veterans' news commentator and prominent Virginia Republican, died of a heart attack Jan. 2[illegible] at Quantico Marine Base, Quantico, Va., where he was working on an exhibit for the Marine Corps League.

Mr. Krum, newspaper reporter and veteran of both World Wars, had a program entitled *Veterans Adviser* from April 1945 to January 1948, which originated in Washington and was carried by over 100 NBC stations. Starting in January 1948, his commentaries were a part of an NBC show called *Veterans Journal*.

A native of Pontiac, Ill., Mr. Krum was graduated from Northwestern U. and from the Chicago U. Law School. Surviving is his widow, the former Harriet Swift, of Vienna, Va.

Top Management:

YOUR BOOST IS NEEDED MOST

IN THIS CAMPAIGN TO BUILD *EVERYONE'S* INDEPENDENCE

The period May 15-July 4 marks an important campaign to strengthen the financial independence of the nation's people—and there's nothing of more basic importance to your own and your company's future than the country's economic well-being! What's more, you and other leaders of industry are the men who will be the principal deciders of the success of this campaign.

For this is the Treasury Department's *Independence Drive* to increase purchases of United States Savings Bonds. And the Payroll Savings Plan, now operated by 21,000 companies, is responsible for the greatest share of Series E Bond sales.

If your company doesn't have the Payroll Savings Plan, now's the time to install it! (A nation-wide survey shows that people are more than twice as inclined to invest their extra money in Savings Bonds as in any other form of investment. So it's good "employee relations" to provide this convenience.)

If your company does have the Plan, now's the time to put extra push behind it! Employees who pile up money in Savings Bonds feel more secure... are actually better workers. Moreover, Bond sales build a backlog of future purchasing power—good "business insurance" for all of us in the years ahead.

The Independence Drive will be powerfully promoted throughout the nation by radio, television, publication advertising, posters, car cards, and special ceremonies. The public will be *extra* Bond-conscious during this period. Make sure your company adequately informs your employees that the convenience of "automatic" Bond buying is available through your Payroll Savings Plan.

This is your country—and it's *your Drive*. Help to put it over! All the material and assistance you need are available from your State Director, Savings Bonds Division, U.S. Treasury Department. Remember—employees *appreciate* Payroll Savings.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

BOOST "BONDS FOR INDEPENDENCE" • PROMOTE PAYROLL SAVINGS •

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.

LASKY TO NBC?

Network Denies Report

NBC last Wednesday denied a report circulated in Congress that Victor Lasky, New York *World Telegram* staff writer, was to be retained by the network as a "consultant and commentator" on Communist activities.

Questioned about the report, NBC said there was no truth in it. It also was learned that Mr. Lasky was no longer employed by the New York newspaper.

The statement that Mr. Lasky was being "considered" was inserted in last Tuesday's *Congressional Record* by Rep. Isidore Dollinger (D-N. Y.), who cited a Dec. 29 article by Ben Gross, New York *Daily News* radio editor. Mr. Gross' article asserted "NBC is considering the appointment of Victor Lasky not only as a commentator on the Communist movement but also as a special consultant on communism as it affects policy, programs and personnel."

Mr. Gross further wrote: "It seems to me that NBC is on the track of a good idea. And it's one that other networks might well copy."

Mr. Lasky is co-author of *Seeds of Treason*, a best-seller which deals mainly with the trial of Alger Hiss. Rep. Dollinger said the radio and television industry, "currently beset with problems rising out of the Communist menace, has long been a target for Communist infiltration." He said it was "heartening" to learn that the "pioneering network, NBC" contemplated the appointment of Mr. Lasky.

Buys Newspaper Stock

EDGAR KOBAK, owner of WTWA Thomson, Ga., and former MBS president, reportedly has purchased a 50% stock interest in the *McDuffie Progress*, Thomson weekly newspaper. Mr. Kobak, also a New York business consultant, has farm interests in the Thomson area. His son, Edgar H. Kobak Jr., is WTWA general manager.

THANKS largely to radio advertising, the Joe M. O'ffill Motor Co., Nash dealer in Kansas City, sold 3,059 cars in 1950. This record sale made Mr. O'ffill reportedly the third largest Nash dealer in the world. O'ffill Motor Co. sponsored the early-morning program, *Top of the Morning*, each week day over KCKN Kansas City, Mo. At a congratulatory broadcast are (l to r) Wayne Stitt, the program's announcer; Eric Tainter, KCKN news editor; C. R. Whitney the 3,000th car buyer, and Mr. O'ffill.

NARSR GROUPS

President Meeker Lists Members

ANNOUNCEMENT of the 1951 committees for the National Assn. of Radio Station Representatives Inc. has been made by Robert C. Meeker, president of the organization.

Members include:

Promotion & Public Relations: Chairman, Wells H. Barnett Jr., John Blair & Co.; vice chairman, George Brett, The Katz Agency Inc.; Adam J. Young Jr., Adam J. Young Jr. Inc.; James Le Baron, Ra-Tel Representatives Inc.

Subcommittee Research AM & TV: Chairman, Dan Denenholz, The Katz Agency Inc.; Arthur Schofield, Paul H. Raymer Co. Inc.; Pierce Romaine, Avery-Knodel Inc.

General TV Committee: Chairman, Jack Brooke, Free & Peters Inc.; William Weldon, Blair TV Inc.; Ed Codel, the Katz Agency Inc.; Reynold Kraft, Paul H. Raymer Co. Inc.

Spot Clinics: AM Chairman, Jerry C. Lyons, Weed & Co.; Thomas Campbell, the Branham Co.; Arthur McCoy, Avery-Knodel Inc.; Russell Walker, John E. Pearson Co. Inc.; Fred F. Hague, George P. Hollingbery Co. TV Chairman, I. E. (Chick) Showerman, Free & Peters Inc.; Edward Spencer Jr., George P. Hollingbery Co.; Louis Moore, Robert Meeker Assoc. Inc.; Scott Donahue, The Katz Agency Inc.

Membership Group

Membership: Chairman, Lewis H. Avery, Avery-Knodel Inc.; Russell Woodward, Free & Peters Inc.; Joseph F. Timlin, The Branham Co.; Eugene Katz, the Katz Agency Inc.; John Blair, John Blair & Co.

Legal: Chairman, Mr. Katz; Preston Peters, Free & Peters Inc.; Joseph J. Weed, Weed & Co.

GIVEAWAY CASE

Continued to June 11

CHICAGO Federal District Court Judge Michael L. Igoe continued the giveway case of Radio Features vs. U. S. to June 11 on appeal last Monday of Radio Features. Final action will be determined after decision in a similar case involving giveaways in Southern District Court, New York, where the networks brought action against the government contesting the FCC decision.

Radio Features, a Chicago radio-TV package firm now operating under the name of Walter Schwimmer Productions, gained a court injunction on the FCC order a year and a half ago, shortly before a similar injunction was awarded the networks in New York, Mr. Schwimmer's attorney is John B. Moser.

JESSE A. BLOCH

WTRF Owner Di

JESSE A. BLOCH, 71, presider of the Tri-City Broadcasting Co operator of WTRF-AM-FM Be laire, Ohio, died Jan. 17 at h home in Pleasant Valley, Wheeling W. Va. Mr. Bloch also was chai man of the board of the Mail Pouc Tobacco Co.

A life-long resident of Wheeling Mr. Bloch had an outstandin record as industrialist, financie and civic leader.

In addition to WTRF, in whic he held 50%, he at one time ha an interest in WCHS Charleston W. Va.

Mr. Bloch was a former direc tor of the National Assn. of Manu facturers and the U. S. Chambe of Commerce. He was a director of the Wheeling Dollar Savings and Trust and also of the West Virginia Manufacturers Assn. At his death, he was a commissioner for the Wheeling Housing Authority.

His career in politics included two terms as a representative from the Wheeling district to the West Virginia House of Delegates and one term as State Senator. He also was a former president of the Ohio Valley General Hospital.

His affiliations included Phi Gamma Delta fraternity, the Burning Tree Country Club, Bethesda, Md.; Masonic Order, Elks and the Fort Henry Club, Wheeling.

Surviving are his widow, a son, Thomas A., and a daughter, Mrs. Wilmot L. Harris.

WKYB OPERATION

Goes Fulltime on 570 kc

WKYB Paducah, Ky., owned by the Paducah *Sun-Democrat*, began fulltime operation Jan. 1 with 1 kw daytime and 500 w nighttime on 570 kc. Shift to new fulltime operation and frequency was greeted by Vice President Alben Barkley in a congratulatory message.

Station had operated since November 1946 on 800 kc with 1 kw daytime. Its new directional array covers some 40 acres and required clearing of timber area to make way for three 430-ft. towers. The *Sun-Democrat* also operates WKYC (FM), WKYB affiliate. Both are MBS affiliates.

AFA Women Set Meet

EASTERN Conference of the Women's Advertising Clubs, Advertising Federation of America, are to meet March 31-April 1 at the Shoreham Hotel, Washington. Conference will open with a panel of speakers, followed by a luncheon with Capital leaders and guests. At a Saturday night party all members are to be dressed as trade marks or entertainment stars. Helen Carroll Corathers, AFA vice president and chairman of Council on Women's Advertising Clubs, is to preside at a Sunday brunch.

DO YOU WANT RATINGS HIGHER THAN NETWORK ADJACENCIES?

➤ *See Centerspread This Issue* ➤

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

GUILD ENTERS

CBS 'White Collar' Dispute

JURISDICTIONAL struggle over CBS "white collar" workers in New York gained new intensity last week with entrance of a third union, Newspaper Guild of New York, into the dispute. Circulars entitled "You and the Newspaper Guild," which among other things set forth "a typical guild contract" pay scale, were distributed to employes at CBS.

With Local H-63, Home Office Employes Union, International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators, challenging the Distributive, Processing and Office Workers of America for representation of the network's "white collar" staff, CBS referred the dispute to the National Labor Relations Board a fortnight ago [BROADCASTING • TELECASTING, Jan. 15].

Cites Constitution

The constitution of the American Newspaper Guild, according to the circular, defines its jurisdiction as "... news, editorial, business, circulation, maintenance, promotion, advertising and related departments ... press services and associations, news ticker services, news photo agencies, syndicates, radio news services, television newsreel companies, radio companies and television broadcasting companies." Describing its job classification as being "... based on duties more similar to those at CBS than any other union," the guild set forth "a typical guild contract (by no means the best)" and gave "the following minimums based on experience":

BEGINNERS

Advertising Salesmen, Writers, Artist, Photographers	$50 to $120
Copywriters, Accounting Clerks, Cashier	50 to 95
Library Readers, Tabulators	50 to 82
Secretaries, Clerks	50 to 72
Library Clerks	45 to 65
Addressograph Operators, Stenographers, Telephone Operators	45 to 65
Typists	40 to 54
Copy Boys, Messengers, Office Boys	30 to 39
Porters	52

Existing scales at CBS, it is believed, are based upon job classifications differing so much from those of the guild that no comparison would be possible without more detailed job descriptions.

According to the Jan. 19 issue of *Frontpage*, semi-monthly guild publication, "several requests from CBS employes had been received ... to take them in as members. When it was found they were eligible under the constitution, plans were made to start the organizing drive."

MINNESOTA MEET

Crime News on Agenda

RADIO news problems, including handling of crime news on the air, and a progress report on the far-reaching crime probe by the Senate Crime Investigating Committee will highlight sessions of the fifth annual Radio News Short Course at the U. of Minnesota's School of Journalism Feb. 16-17.

The crime news aspect will be touched on Feb. 16 by Sen. Estes Kefauver, chairman of the Senate committee, and explored in panel discussions by newsmen of Minnesota, Iowa, Wisconsin and the Dakotas. Other radio news problems will delve into use of wire services and tape recorders. Closing session will be given over to study of television news and its effect on radio news. Baskett Mosse, Northwestern U.'s School of Journalism, will speak on "How to Meet the Competition of Television News."

Highlights of the annual dinner Feb. 16 will be addresses by two correspondents — Philip Potter, *Baltimore Sun*, and Herbert Lewis, St. Paul *Pioneer Press* and *Dispatch*—who have returned from the Far East where they covered the Korean war.

ELSIE GORDON

Radio-TV Actress Dies

ELSIE MAE GORDON, radio and TV actress who began her radio career as a Gold Dust Twin in 1922, died Jan. 18 of cancer in Post Graduate Hospital, New York. Miss Gordon was the wife of John Benson, assistant director of scenic design for CBS-TV.

During her radio and TV career, Miss Gordon played over 1,000 roles, appearing with such performers as Al Jolson, Fred Allen, Eddie Cantor, Beatrice Lillie and Burns and Allen. Among the shows Miss Gordon participated in were *The Aldrich Family*, *Young Dr. Malone*, *When A Girl Marries*, *Report to the Nation*, and her own program, *Your Voice and You*, on NBC.

Beside Mr. Benson, surviving are a son by a former marriage, Gordon Graham White, and two sisters, Mrs. Grace Gordon Wicks of New York and Mrs. Lola Montrose, Santa Fe, N. M.

Horn Tooting

RADIO'S ability to get rapid response from listeners was proven again recently by WIL St. Louis and Announcer Bob Grossman. Mr. Grossman, m.c. on WIL's *Breakfast Club*, stuck his head out of a ninth floor studio window in the Hotel Chase and watched the mass of cars halted by traffic signals at the busy intersection of Kings Highway and Lindel. Via a hand mike, he suggested that driver-listeners waiting at the intersection toot their car horns and wave their hands. Almost immediately, dozens of horns started blasting and drivers waved their arms frantically. The ensuing din was broadcast from the window. WIL, as a result of its spontaneous testing, is blowing its own horn a bit.

Tallest tower in the U.S. for WSB-TV

another Completely Engineered* TOWER by IDECO

WSB's spectacular 1,057-foot TV tower ... a solid base supporting a 998-foot guyed steel triangular tower, topped by a four-section RCA FM pylon antenna and a 12-layer high-gain RCA TV antenna ... was completely engineered by IDECO. The owners chose an IDECO tower for two important reasons:

Triangular-Section Safety — Extra rigidity ... reduced wind load ... freedom from distortion ... triangular design — important factors that contribute to IDECO's outstanding safety record.

*Complete Engineering** — IDECO engineering covers everything from base to beacon light ... transmission lines, man-lift service elevator, platforms, and special accessories. Prefabricated sections fit together easily and quickly ... no field cutting or welding necessary.

From coast to coast, for every type of radio and television tower, IDECO is prepared to handle *every* detail of your tower requirements. Write for Bulletins RT-46 and SSRT-1 for more information.

INTERNATIONAL DERRICK & EQUIPMENT COMPANY
Columbus, Ohio • Torrance, California

*Ideco engineering covers the entire job, from foundation specifications to antenna array, including erection and inspection after erection. *No extras to buy!*

IDECO
TRIANGULAR ... TION
towers
AM · FM · TV

Much practice went into preparation for the VIP radio-stage show. Among the participants were (l to r) Sen. Johnson and Sen. William E. Jenner (R-Ind.) who try out their voices as FCC Comr. Hennock accompanies them.

• • •

VIP SHOW

Termed Radio Success

WASHINGTON NOTABLES, including FCC Comr. Frieda Hennock and Sen. Edwin C. Johnson (D-Col.), chairman, Senate Interstate and Foreign Commerce Committee, were in fine form at the VIP *Original Amateur Hour* radio-stage show last Thursday in the capital's Constitution Hall. President and Mrs. Truman were in the audience.

The Women's National Press Club, sponsors, said that the portion broadcast, 9-9:45 p.m. over ABC, probably had the largest listening audience ever accorded an entertainment program. The show marked the rebirth of USO. Sponsor of the *Original Amateur Hour* paid the entire costs.

Leading acts will be taken to New York for the television version tomorrow (Tuesday), 10-11 p.m., over NBC-TV. Voice of America picked up the radio broadcast and the Signal Corps is to film and tape the television version for showing to the armed forces throughout the world.

DEFENSE DEPT. RADIO

Three Members Added

THREE specialists have joined the Radio-Television Branch of the Dept. of Defense in recent weeks and four others are expected to be added sometime this week, Charles Dillon, radio-TV chief, has revealed.

The additions were necessitated, Mr. Dillon pointed out, by the increasing radio-TV activity within the branch, particularly the launching of the department's new *Armed Forces Hour* on the DuMont Television Network (see separate story) starting this Sunday.

The new additions are Edward Nell, appointed chief of the television section; Lt. Chester Spurgeon (USAF), who will write the *Armed Forces Hour* for television and Lt. James Black (USAF), who joins the radio-TV branch's news and special events section.

Mr. Nell was transferred from the Naval Photographic Center where he handled motion picture production for the Navy for the past six years. Previously, he had produced motion pictures in private industry and was active in light opera and other entertainment fields.

Lt. Spurgeon arrived from CBS Western Division where he was chief of the network's continuity department on the West Coast. During three years with CBS, Lt. Spurgeon directed the Housewives Protective League and also wrote copy for such CBS programs as *Escape*, *Suspense*, and *The Whistler*. Prior to that he served as writer-producer for MBS-Don Lee Network. During World War II he was a fighter pilot in the Air Force.

Lt. Black has just returned from Korea where he was a combat reporter for the Air Force. From 1939-40 he was with KRBC Abilene, Tex., to which he returned after wartime service as a pilot. While at KRBC he was sports director and announcer. In February 1947 Lt. Black joined KCBD Lubbock, Tex., as program manager and sports director, posts which he held until September 1950 when he returned to active duty with the Air Force as combat reporter.

Identity of the four other specialists to the radio-TV branch was not known, but they are expected to come from network, station and motion picture fields, according to Mr. Dillon. The additions would bring the Defense Dept.'s radio-TV personnel strength to 27, including technical and clerical help.

FM CAMPAIGN

Spurred in Bavaria

CAMPAIGN to popularize FM radio in Bavaria continues with distribution of a 1,200-word leaflet to all radio set owners in that part of southern Germany, the State Dept. announced last week. The leaflet explains this type of broadcasting to set owners and urges them to acquire sets capable of receiving FM programs.

Congestion of European airways led to the FM campaign [BROADCASTING • TELECASTING, Jan. 8]. Already U. S. Zone stations in Munich, Stuttgart and Frankfort have initiated regular FM broadcasts and it is planned to have network operation completed by 1952.

'SCARE BUYING'

Blamed on 'Bureaucrats'

RESPONSIBILITY for "scare buying" of such items as radio and television sets was laid on the administration's doorstep last week by Rep. Clarence J. Brown (R-Ohio). Congressman Brown charged "bureaucrats" with pushing the nation headlong toward "sky-high prices and rationing of consumer goods."

Cited specifically by the Ohioan was National Production Authority's Dec. 29 anonuncement of "drastic curbs on cobalt, revealing that this would mean shortages of refrigerators, washing machines, television sets, radio receivers and other household items." However, the Congresman noted, the date fixed for the order to become effective was Feb. 1, "thus encouraging industrial cobalt buying and a consumer stampede to purchase the products affected."

Such practices, he continued, "promote buying waves, price jumps and hoarding." Rep. Brown intimated that "some of our bureaucrats and planners" were fostering scare buying to make rationing a necessity.

As a corrective action, the Congressman called on President Truman to restrain "these economic leaf-rakers" or, as an alternative, initiative by the Congress.

RADIO IN CD

Topic of Calif. Meeting

WORKING OUT role of the broadcasting industry in civilian defense will be one of the major subjects to be taken up at the forthcoming annual all-day meeting of California State Broadcasters' Assn. scheduled Feb. 16 at the Clift Hotel, San Francisco.

Principal guest at the meeting will be Maj. Gen. Walter M. Robertson, California director of civilian defense. Some of his staff will accompany him. Session will take up organizing the problems of a statewide communication system in the face of an emergency, as well as legislative problems and election of officers. Donn B. Tatum, vice president and legal counsel, Don Lee network, is president of association.

FREEDOM RADIO

Builds New Transmitte

RADIO Free Europe is building a powerful medium wave transmitter in Munich which is expected to take to the air this winter. In addition, the Crusade for Freedom broadcasting facility plans eight additional transmitters.

These revelations were made last week by Gen. Lucius D. Clay, national chairman of the Crusade, in a letter to Sen. William Benton (D-Conn.). The Senator entered the letter in the *Congressional Record*.

Gen. Clay said total contributions to the Crusade for Freedom fund totalled $1,288,000 with the number of contributors at 15,507,877. Great bulk of this money came from small contributions under $1, he said, with only a few gifts over $1,000. Radio Free Europe, he noted, began broadcasting to Soviet satellite countries last July from a 7.5 kw shortwave transmitter located near Frankfurt, Germany.

INDUSTRY STATE

Considered 'Excellent'

RESULTS of a survey by the National Credit Office Inc. indicate that the liquid position of the radio-television and electronics industry is excellent, it was reported last week.

The survey showed that the rate of inventory turnover is good and the relationship of earnings to sales and net worth "is quite satisfactory."

Col. Kirby Back

COL. Edward W. Kirby, chief of the Army's radio-TV branch, returned to his desk in the Pentagon last Wednesday after a three week's illness that had confined him to Walter Reed hospital. Despite his illness, described as a virus infection, Col. Kirby had remained in constant contact with his office on radio and television matters. Office activities were maintained during his absence by Capt. Ben Miller and Lt. Carl Zimmerman, radio and TV associates.

UDDERLY IMPOSSIBLE TO GET MILKED AROUND HERE WITH KGLO ON THE AIR
kglo
1300 KC, 5,000 Watts CBS
MASON CITY, IOWA
15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station — represented by Weed & Company.

APS SESSIONS

Greensboro Agenda Set

AGENDA for the first of a series of 1951 meetings with broadcasters, scheduled to be held in Greensboro, N. C., Feb. 19, has been announced to subscribers of Associated Program Service by Maurice B. Mitchell, vice president and general manager. Premiere conference for APS members will be held at Greensboro's Sedgefield Inn.

The all-day session, to be keyed to radio advertising and programming, will be presided over by Harold Essex, vice president and managing director of WSJS Winston-Salem, N. C., with formal introduction to the clinic by Mr. Mitchell.

Morning sessions will be devoted to programming. Jim Lucas, APS director of product development, will speak on "Protecting Your Program Investment." He is expected to review program philosophy and techniques, features of music library services and audience potentials. Leslie F. Biebl, APS programming director, will tell APS subscribers how to build library programs and discuss APS "pre-produced" program techniques. His subject is "Programming for Audience and Income."

Mr. Mitchell will head up the afternoon sales talks, stressing ways and means of increasing local, regional and national spot volume, and special sales techniques. The APS executive also will touch on selling radio advertising during a national emergency, as well as problems of retailers' shortages and radio-TV competition.

Question and answer periods and case histories will follow morning and afternoon sessions. A luncheon and cocktail party also will be held during the all-day conference. No charge will be levied for registration.

KQV ROUNDTABLE

Recording Subpenaed

TRANSCRIPTION of a controversial roundtable program aired by KQV Pittsburgh nearly four years ago has been subpenaed by the Pennsylvania Attorney General's office for possible use in connection with hearings involving a public official.

The subpena stemmed from a charge leveled by State Atty. Gen. Charles Margiotti that his assistant district attorney, Mrs. Marjorie Matson, had alleged Communist "associations" and "sympathies." Mrs. Matson appeared on the KQV program, *On The Spot*, aired March 14, 1947, and transcribed at the request of News Director Bill Burns because of its controversial nature. Mr. Burns moderated the panel. Transcription may be used as evidence during hearings scheduled by the Allegheny County Bar Assn., which named five lawyers to hear the charges, KQV reported.

'RADIO STATION GI-USA'

Local Outlets Get Song Requests from Overseas

AN UNUSUAL radio program—*Radio Station GI-USA*—is gaining popularity among servicemen stationed on Guam and their friends and loved ones back home, thanks to a reciprocal arrangement among individual U. S. stations and the Armed Forces Radio Service.

The GI's fill out appropriate forms requesting that musical numbers be played for sweethearts, wives and others over stations located near their homes. In turn, persons in the U. S. may request selections for servicemen by writing to the Guam AFRS outlet.

The idea, conceived by Margaret Smith, club director of the Marianas-Bonins Command's Perm Base Service Club, has been picking up momentum steadily in the past six months, with U. S. stations taking an active and interested role. Those singled out by the Army Dept.'s Special Services Division include WHK Cleveland, Ohio; WJR Detroit; WTIP Charleston, W. Va.; KCOM Sioux City, Iowa.

Miss Smith reports that stateside stations have been most cooperative in notifying the persons concerned of the request, and several hundred requests have been mailed back to the states by the service club. The local AFRS station, in turn, has set aside 6-6:45 a.m. and 4:30-5 p.m. periods for playing numbers asked by families of soldiers, Marines and airmen.

Miss Smith takes applications from servicemen requesting musical selections to be played by U. S. stations for their families and sweethearts.

* * *

U. S. stations generally have made it a practice to call the person concerned and advise when the selection will be played. The Army reported that one station in Cleveland, Ohio—probably WHK—not only played a request for a "Room Full of Roses" but sent a serviceman's wife a dozen roses congratulating her on a wedding anniversary.

Typical of the comments received by Miss Smith are:

WHK—". . . We were very pleased to see that a service like this has been organized . . . We want to cooperate in any way that we can to help you publicize the service and make its acceptance in Cleveland widespread . . ."

WTIP—". . . Just a line to say that I did play the request . . . I am glad that there are some people interested in helping the boys wherever they may be . . ." ("Happy" Steven Ison Jr.).

WJR—". . . Pleased to comply with these requests from young Americans who are far from home serving their country . . ."

The service club reported that it was deluged with requests from GI's during the Christmas holiday season and also that, judging by requests received from the states, "the people at home are learning fast of *Radio Station GI-USA*."

Requests for numbers to be played over Guam Armed Forces Radio Station are addressed to Box 27, c/o Postmaster, San Francisco, Calif.

RATES BOOST

Set by WMGM March 1

INCREASE in rates of WMGM New York, effective March 1, was announced last week by Bertram Lebhar Jr., station director, who said the increase was based on the "recognized sales-producing ability" of the station and "its steadily growing audience," rather than on increased production costs.

"Audience surveys taken for 1950 show a continuing increase in listenership to WMGM, despite the inroads made in this area by television. Proof of the efficacy of WMGM as a salesman is in the contracts signed by sponsors, 90% of which are renewals," he said.

Class A basic time rates for one hour will increase as follows: One per week, from $750 to $800; three per week from $2,025 to $2,160; six per week, from $3,600 to $3,840. Spot rates for the same category, for one minute: One per week, from $75 to $80; three per week, from $225 to $240; six per week, from $450 to $480. For six quarter-hours of the *Ted Husing Show*, including talent, the price will go from $1,260 to $1,452.

Class B basic time rates for one hour: One per week, from $500 to $600; three per week, from $1,350 to $1,620; six per week, from $2,400 to $2,880. Spot rates for the same category, for one minute: One per week, from $50 to $60; three per week, from $150 to $180; six per week, from $300 to $360.

All the foregoing rates, new as well as old, remain subject to various discounts. Contracts prior to March 1 will be protected for one year under the current rates, it was announced.

CAST of Don McNeill's *Breakfast Club* and *TV Club* on ABC AM-TV will travel to California for the first time in *Breakfast Club* history. The group will transcribe shows from Hollywood during the two-week visit.

How to save $292.20 on a spot announcement+
put it on KMPC
+
You'll get more power, more coverage, more listeners, more results on KMPC alone than on 38 other Southern California stations put together.
LOS ANGELES—710 KC
In KMPC's 50,000-watt half millivolt coverage area are 5,472,411 people; 1,538,533 radio homes; 1,187,088 car radios . . . 50,000 WATTS DAYTIME, 10,000 WATTS NIGHTTIME.
John F. Patt, President
R. O. Reynolds, V. P. & Gen. Mgr.
Represented by H-R Representatives
Affiliate, Liberty Broadcasting System

All Accounts

(Continued from page 14)

Wireless, but he was promoted to the company's research department within six months. Then he was back at Chicago Radio Institute as an instructor in operating, servicing and engineering. He joined NBC Chicago as a studio engineer in the spring of 1930 and soon gained a reputation for his ability in handling remote pickups.

In 1931, while working nights at NBC, Al decided to matriculate at the U. of Chicago. Three years later he took a B.A. degree after sojourns into archeology, anthropology and near-Eastern history. He also indulged heavily in physics and mathematics.

Mr. Eisenmenger's excursion into union organizing came in 1933 when he not only led in the formation of NABET but occupied an influential place in its national councils.

Takes Signal Corps Post

In 1942 he became a civilian employe of the U. S. Signal Corps, serving as assistant civilian training administrator at the Chicago depot of the corps. The following year he returned to NBC, but in 1944 went to Dancer-Fitzgerald-Sample, Chicago, as head of the agency's recording studios. The Eisenmenger commercial techniques were developed at D-F-S (example: Oxydol's Sparkle), and Al also assumed charge of the agency's legal and accounting work regarding talent, contracts, etc. He was a popular choice to take over timebuying on the Procter & Gamble account in 1945.

By late 1946 he had become radio director of Morris F. Swaney agency in Chicago, and handled the Kaiser-Frazer account. He headed both media and program departments. The move to Leo Burnett came in April 1949, and his first assignment was to handle all facets of the Pillsbury account pertaining to radio—programming and program production included. Last January, Al was placed in charge of all timebuying and estimating on all of Burnett's radio and television accounts. Numbering more than 20, they include such advertisers as Pure Oil, Pillsbury, Mars, Sante Fe, Kellogg, Brown Shoe, Green Giant, Club Aluminum, Converted Rice. He also has charge of Burnett's talent contracts.

Al Eisenmenger believes the value of AM radio still is "great" if used properly. He realizes television is "assuming greater proportions as a national medium," but asserts that any successful advertising campaign is based "not on a single medium, but on the proper combination of them."

Al is married to the former Phyllis Regan of Chicago, whose mother's family is noted for its famous railroad men. One of Mrs. Eisenmenger's uncles was president of the Rock Island Lines. They live in an apartment on the city's south side and have a daughter, Deborah, 8. The family maintains a summer place at Ludington, Mich., and Al spends as much time there as possible. But his "vocation and avocation are work."

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

PEARSON WINS

Cleared in Libel Suit

ABC COMMENTATOR Drew Pearson was cleared in a $350,000 libel suit by a U. S. District Court Jury in Washington, D. C., last week. He was being sued for a statement he made during a 1948 broadcast [BROADCASTING • TELECASTING, Jan. 22, 15].

Fred N. Howser, former attorney general of California, charged Mr. Pearson had libeled him on an ABC network broadcast when the commentator accused Mr. Howser of accepting a $1,200 bribe from a gambler.

Judge Alexander Holtzoff instructed the jury to answer five questions for a "special verdict," which was necessary because libel laws differ in the 10 western states where stations carried the Pearson broadcast.

The full decision found Mr. Pearson proved his broadcast statement was true; that the commentator proved no malice, and that Mr. Howser had suffered no damages. Also determined was that Mr. Howser was not entitled to punitive damages because he had not proved the commentator made the statement with such malice or willful and reckless disregard for the rights of Mr. Howser as to require an exemplary recovery.

Jurors, who deliberated for 4½ hours before returning their decision, also found that Mr. Howser's reputation was not damaged by the broadcast in Oregon, Washington, Texas, Nevada, New Mexico, Idaho and Colorado. Because no malice was proved, Mr. Pearson was protected under the laws of California, Arizona and Utah.

Mr. Howser's counsel, Roger Robb, said the verdict would be appealed.

SIGNIFYING the start of its 11th years as sponsor of a six-weekly newscast on WLOG Logan, W. Va., Les Harer, general manager of the Logan Planing Mill Co., extends a warm handshake to Robert O. Greever, co-owner of WLOG-AM-FM, while other station executives look on. L to r: Martha Jane Becker, WLOG commercial manager; Hal Brenett, program director and newscaster; Messrs. Harer and Greever; and Mike Wynn, commercial announcer. Despite periodic restrictions and curtailments that have plagued building supply dealers, firm has sponsored newscast continuously for 10 years, using radio not only to sell lumber when available but also to explain shortages.

SCHOOL CREDITS

Offered in WCHS Series

LISTENERS are not only able to enjoy roundtables on modern problems but also receive college credit if they choose under a cooperative arrangement between WCHS Charleston, W. Va., and Morris Harvey College.

Details of the unique *Radio Classroom* are spelled out in the January issue of *West Virginia School Journal* by Harry M. Brawley, WCHS public affairs director and chairman of the radio series. Course currently being offered is Comparative Government. In addition to those registered for credit, the *Classroom* also boasts "audit" students who pay fees but are not required to submit written reports, and other listeners who dial the program merely because they are interested in topics to be explored. "Life of the community served by education and by radio is bound to be much richer," Mr. Brawley points out, when such programs can perform a public service for the broadcaster and advance the cause of education.

Philco Order

ORDER for standard commercial microwave communications equipment and associated multiplexing apparatus, which permit handling up to 24 audio channels by a single terminal, has been awarded to the Philco Corp., Philadelphia, by the Air Material Command of the U. S. Air Force, the company announced last Monday. Equipment will be installed by the Air and Airways Communications System (AACS) as part of its worldwide communications network. Philco has supplied television microwave equipment for systems operated by AT&T and Western Union in such states as Virginia, Ohio, New York and Pennsylvania.

WJW-AFRA TALK

As Strike Enters 2nd Week

NEGOTIATIONS between WJW Cleveland and AFRA continued as the union's strike entered its second week [BROADCASTING • TELECASTING, Jan. 22]. Lawrence Webb, assistant to the president, said the station was operating normally and no network time had been lost.

Despite union pressure no national accounts have been affected, Mr. Webb said, though a few local accounts had suspended temporarily.

AFRA issued a statement that about 90% of WJW's local income had been cancelled during the strike. The union's executive secretary, Ted Smoot, added that a resolution was introduced in the Cleveland city council last Monday asking the mayor to call on WJW to negotiate with AFRA and NABET. The engineers have asked the station for bargaining rights, after honoring AFRA picket lines, AFRA said.

WMID Atlantic City returned to the air at 9:30 p.m. Jan. 20 after management and striking engineers (IBEW) reached a mutual agreement pending conclusion of negotiations.

The station had been off the air 25 hours after a strike was called without notice, according to David H. Freedman, general manager. He said the union had given definite assurance that ample notice would be given before a walkout.

DISC JOCKEYS from all parts of U. S. and Canada sent goodwill greetings to Bing Crosby at luncheon staged in his honor at Paramount Studios recently. It was part of month-long celebration giving him title of "Mr. Music" and marking his 20th anniversary as a top radio-film star.

Open Mike

(Continued from page 12)

people of the United States.

At the present time I think that our propaganda and public relations is entirely too high in standard, aimed at a group of people who already know that America and Democracy is a good thing, but we are not reaching the farmer and laboring classes of other countries with our propaganda. In my opinion this is due to one thing—that our present propaganda department doesn't realize the need for different types of propaganda to reach different types of people and different types of mentality. I pass this on to you for what it's worth. . . .

Oggie Davies
Manager
WKAP Allentown, Pa.

* * *

Valuable Trade Source

EDITOR:

. . . Our embryo operation is finding BROADCASTING • TELECASTING as valuable a trade information source as the bewhiskered stations who have treasured their subscriptions thru the years. . . .

Don Wells
Program Director
KWBB Wichita, Kan.

Produce 2,128 Shows

PROTESTANT Radio Commission revealed last week that during 1950, 2,128 radio and TV shows had been produced and arranged by the religious group. Breakdown showed that 601 network radio programs, 158 network TV programs, 232 local radio programs and 32 local TV programs were included in the year's production total and arrangements were made for 280 network radio programs, 51 TV network programs, and 734 local radio programs. Commission also produced 36 transcriptions and 4 television films to be used by local stations throughout the nation.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
$49,914,000 in Automotive Sales*
Automotive advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.
*Sales Management's Figure for Hartford Metropolitan Area.
CBS

LABOR EYES RADIO

CIO Council Explores Use, Builds Programs

LABOR unions are being encouraged to develop techniques and methods for use of radio in carrying their message to listeners in various communities throughout Michigan and to probe the "unexplored market" of labor radio.

Impetus is furnished by the Radio Council of the Michigan Congress of Industrial Organizations (CIO), which has been active since World War II in radio production and promotion. Since its inauspicious start, the council's Education Dept. has quietly encouraged the use and expansion of radio as a means of expressing labor's point of view.

As a tangible result of these activities, the council education group, headed by Bill Kemsley, has been responsible for building 16 separate programs throughout Michigan—15 on a weekly basis, the remaining series comprising daily programs.

"Most of the time that we have been able to spend on promotion has been spent in promoting new 15-minute weekly shows in various communities," Mr. Kemsley stated. "Although we have not been able to work toward increasing our time over already existing programs, several of them are now investigating this possibility."

To service these programs the *Michigan CIO News* prepares a weekly news roundup which local commentators are urged to re-write for local consumption, and scripts and publications to serve as a basis for programs. Additionally, the education department has developed various materials for use by radio committees. One of these is a newly-issued publication, *Radio Promotion*.

Toward the goal of increased radio fare, two institutes for education in radio techniques and methods were recently held in Cadillac and Lansing, Mich. Bob Coleman, WKAR East Lansing, served as one of the instructors.

The Michigan CIO, according to Mr. Kemsley, "would like to see radio people establish some sort of relationship with labor so that unions might be encouraged to further develop their use of the radio medium." Further expansion of the "Voice of the CIO" would indicate that "we in labor are becoming of age," he added.

In the *Radio Promotion* booklet, described as "a guide for audience insurance," users are encouraged to "examine radio as a big business" and are told that "you'll have to work to win and keep the audience." Promotion is "audience insurance," the booklet stresses.

Also covered are types of advertising announcements, issuance of press releases, surveys and polls, audience reactions, displays and direct mailing, program contests ("giveaways") and area coverage.

On contests the council adds: "The popularity of giveaway shows make you doubt your sanity at times, but contests remain a good, *occasional*, promotion stunt. The probabilities are that you can get your prizes donated by friendly merchants who will be given publicity during the contest."

WOV'S FILM TOUR

Chicago Sees First Run

FIRST SHOWING of "WOV's Three Million People," animated film presentation with sound which WOV New York is taking on tour across the country for presentation before groups of advertisers and agency executives, was made Tuesday in Chicago for 50 luncheon guests.

The detailed report on WOV's entire operation, covering the station's tailor-made programming in English and Italian, sales success stories and highlights from WOV's "audited audience" and "consumption" studies, was screened at Chicago's Sheraton Hotel after introductory remarks by Station Manager Ralph Weil. WOV Sales Manager Herb Schorr, who also attended the Chicago premiere, was to take the film to the Twin Cities for a Friday showing. Other stops will be made in Detroit and Cleveland before the presentation is shown in New York. John E. Pearson Co., WOV station representative, is handling arrangements for the out-of-town showing.

FREEDOMS AWARDS

To Be Made Feb. 22

CATEGORIES of 1950 Freedoms Foundation awards to be made at Valley Forge, Pa., on Feb. 22 include those of radio programs and advertising campaigns. General Omar Bradley, chairman, joint chiefs of staff, will make the principal address and announce award recipients.

Prizes include $100,000 in cash, 300 honor medals and 200 certificates of merit. Among the Foundation officials are Don Belding, chairman, Foote, Cone & Belding, who holds office as a trustee, and Colby M. Chester, honorary chairman, General Foods Corp., New York, and E. M. Dealey, publisher of the *Dallas Morning News* and president of WFAA-AM-FM-TV Dallas, directors.

VINCENT J. ASSALONE, sales promotion department American Can Co., has been appointed general chairman of "Inside Advertising Week," sponsored by Assn. of Advertising Men, New York, April 1-6, 1951.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100% 19 Counties	101,680	517,587	279,752
25-100% 27 Counties	157,110	814,186	452,784
10-100% 36 Counties	216,220	1,115,996	610,207
1949 BMB Nighttime			
50-100% 10 Counties	72,050	360,853	232,657
25-100% 22 Counties	128,350	654,711	373,006
10-100% 31 Counties	188,540	972,052	538,598

*RETAIL SALES FIGURES, "000" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

Strictly Business

(Continued from page 16)

conscience and married June on the Q. T.

Cliff proved such a good salesman that a year and one half later while trying to sell time to Procter & Gamble he succeeded in selling himself. P&G asked him to join its Los Angeles office as a salesman. After two years there he again returned to radio and joined KGO San Francisco as a salesman. He remained there until his draft board gave him 30 days to get into war work. Coincident with this notice he left KGO to join Lockheed.

For a year he acted as expediter there, traveling to nearby towns to expedite contract parts. On the side he studied for a radio license and succeeded in obtaining one before long.

In 1944 the draft board served another notice on him—this time an invitation to boot camp. But as luck would have it, two days before his induction he heard that a Maritime tanker was held up in Los Angeles Harbor in need of a radio operator. Within hours Cliff had been released from the Army and put on the tanker as radio operator for the Maritime Service. Thirty days later, instead of the character-building routine of a boot camp, Cliff had been to the Panama Canal, Johnson Isle, Ulithe and Colombia (S. A.).

Joins Capitol

Following his release from the Maritime Service in 1946, anxious to get back to some phase of the broadcasting industry, he joined Capitol Records, which was just starting its transcription department, as salesman. From there on he started climbing. In June 1949 he was named sales manager. And in September 1950 he was named to his present position.

In this post the good-looking young executive directs the production and distribution of the Capitol Transcription Library. In addition he supervises the planning and experimentation of television film shows for the firm, which hopes to increase its TV activities to the level of its radio interests.

Anxious to keep up with ever-changing program requirements of stations, Cliff keeps in close touch with stations, making many cross-country trips a year to get first hand knowledge on their needs.

Two additional reasons for Cliff's liking to get home again are Peter, 9, and John, 3. Peter has no use for the broadcasting industry—he wants to be a western movie star. John has expressed no single preference. Fixing up their newly purchased home in La Crescenta outside of Los Angeles has become a fulltime hobby for Cliff, replacing for the time being one of his former loves, golf.

PEARSON TIME

Sponsor Still Pends

NEW SPONSOR for Drew Pearson's ABC Sunday night newscasts has not been definitely set, it was learned last week. Mr. Pearson's contract with Adam Hat Stores expires Feb. 18.

Reports persisted last week that Mr. Pearson has been negotiating with ABC for a new sponsor. It was said that Jayson Shirt Co. had considered possible sponsorship of the broadcasts on alternate weeks, with the network attempting to line up the other sponsor.

Mr. Pearson's commentaries have been attacked in the Senate by Sen. Joseph McCarthy (R-Wis.). The Senator had urged a "boycott" of all Adam Hat Stores. The firm later [BROADCASTING • TELECASTING, Jan. 8, 1] announced it would drop sponsorship of the commentaries and explained its action was considered long in advance of Sen. McCarthy's accusations.

Meanwhile, the McCarthy-Pearson feud continued in the nation's capital last week. The Senator accused Mr. Pearson of printing without change a decoded "secret" message received at the Pentagon from Gen. Douglas MacArthur's headquarters. He gave the Senate a date which he said the message bore.

Mr. Pearson countered by asserting that Sen. McCarthy's disclosure of the date "has now given the Russians a real chance to decipher our secret code . . . "

WICH Norwich, Conn., increases coverage by an estimated 40% with a 357-foot-high half wave radiator. In the foreground are (l to r) Alexander Dubenetsky, WICH chief engineer; John Deme, president and general manager of the station, and John J. Hoke, president of Consolidated Tower Construction Co., Petersburg, Va.

REPORT ON '50

Terry Cites KLZ Progress

IMPROVEMENT in technical equipment, including installation of a new 5 kw transmitter, and addition of several CBS programs now beamed to a greater daytime and nighttime total audience, are claimed by KLZ Denver, Col., CBS outlet, in its annual report.

Additionally, Hugh Terry, KLZ general manager, reported that business during 1950 was the best in the station's history, with the increase reflected substantially in the annual profit-sharing bonus received by its employes.

With installation last year of a new 5 kw RCA transmitter, KLZ now holds its other 5 kw transmitter in reserve for instant emergency service. Station also has a 75 kw diesel power plant available in the event of failure of normal power supply, Mr. Terry adds.

Mr. Terry also singled out the new array of CBS programs added during 1950, as well as Broadcast Measurement Bureau's No. 2 national survey crediting KLZ with a 10% gain in both daytime and nighttime total audience over BMB Study No. 1. Scheduling of religious, news, sports, farm and public interest programs also was cited by the KLZ executive.

Referring to the television "freeze," Mr. Terry noted that KLZ had advised FCC of its hope to include color in TV schedules if the Commission approves its application. Increase of broadcast hours of KLZ-FM, to coincide with the AM log, also was mentioned.

L.A. AD WOMEN

New Study Series Set

PANEL discussions on radio and television by leading figures in those fields will highlight the seventh annual conference series of the Los Angeles Advertising Women Inc. this year entitled "Inside Advertising." Series, to cover every phase of the advertising field, gets underway Feb. 1 for 13 consecutive Thursdays. The two-hour sessions will be held at KECA studios, Highland Ave., Hollywood.

Participating in the television panel, "Most Effective Use of Television for Advertising," scheduled for March 8 will be Haan Tyler, manager, KFI-TV; Philip Booth, director, KECA-TV; Harry W. McMahan, head, Five Star Productions; Hal Roach Jr., vice president in charge of production, Hal Roach Studios; Les Hoffman, president Hoffman Radio & Television Corp.; William Sterling, TV director, Young & Rubicam Inc.; Ed Stodel, president, Stodel Adv.; Ethel Booth, merchandising director of *Buying With Betty* on KNBH; Al Jarvis of KLAC-AM-TV's *Make Believe Ballroom*. Moderating will be Rita La Roy, TV producer.

Radio panel, to be held April 5, will include Jack O'Mara, West Coast representative, C. E. Hooper Inc.; Mark Finley, recently resigned director of public relations, Mutual-Don Lee; Cliff Gill, general manager, Pacific Regional Network and KFMV(FM); Glad Hall Jones, account executive, KRKD; Meredith R. Pratt, CBS account executive; Harfield Weedin, ABC producer; Thomas C. McCray, director, radio network operations, NBC Western Division. Robert J. McAndrews, managing director, Southern Calif. Broadcasters Assn. will moderate. Miss Jones will direct the panel.

Speaking on other phases of advertising will be A. W. Neally, vice president and head of the Los Angeles office, BBDO, who will discuss "The Purpose & Function of Advertising and What's Ahead"; Ralph Yambert, president, Yambert, Prochnow, McHugh & Macaulay Inc. to speak on "Organization and Operation of an Advertising Agency"; Tyler McDonald, account executive, Hixson & Jorgensen Inc., on "Case History of an Advertising Campaign."

Petrillo 13th AFL VP

JAMES C. PETRILLO, president of the American Federation of Musicians (AFL) and its Chicago local, was elected the 13th vice president of the American Federation of Labor in Miami Beach Jan. 22. He was elected to the 15-man executive council by the group at the first day of the council's annual winter meeting. He fills the vacancy created by the death in December of Joseph N. Weber, Mr. Petrillo's predecessor as president of the AFM.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

'SPARKIE'
Gets Heaps of Mail

"SPARKIE" is growing by heaps and bounds—maybe even as big as "Big Jon"—if there is any indication in the mail response containing drawings of the mythical little boy on *No School Today*. The show, aired each Saturday morning on ABC, originates at WSAI Cincinnati.

But blame it all on "Big Jon" Arthur himself. He started the program and requested the drawings, too.

The first invitation to draw Sparkie was made one Saturday. The following Monday WSAI was swamped with 2,893 of the youthful visualizations. They continued the following week at 2,000 a day.

Sparkie, Jon Arthur's character creation which is produced by a recording trick, is the pivot of the show which began quietly on WSAI in late 1948. It went on ABC in February 1949 on a cooperative basis.

The drawings? "Big Jon" says they'll be used by comic book artist Leon Jason to help make Sparkie more like a real boy.

WSAI publicity girls Vonne Monsell (l) and Margaret Mau help "Big Jon" get out from under the heap of "Sparkie" drawings submitted by young listeners.

KFDM COMPLAINT
Takes Case to Appeals Court

KFDM Beaumont, Tex., has taken to the U. S. Court of Appeals for the District of Columbia its complaint that FCC's late-December grant of improved facilities for KWTO Springfield, Mo., will result in "substantial objectionable interference to the reception of broadcast programs of appellant's station within its regular and normally protected contour" [BROADCASTING • TELECASTING, Dec. 25, 1950].

KFDM is assigned 5 kw fulltime on 560 kc, directional night. KWTO was granted increase in night power from 1 kw to 5 kw, operating on the same frequency and using a new directional array. KWTO is assigned 5 kw daytime.

WMAW PETITION
Asks FCC Reconsider Denial

WMAW Milwaukee has petitioned FCC to reconsider its decision to deny a license to the station on grounds of ownership misrepresentation [BROADCASTING • TELECASTING, Jan. 1]. In part, WMAW charged less than a majority of the Commissioners voted to deny the application.

FCC's ruling, a 3-to-1 vote, reversed a hearing examiner's initial decision to grant the license [BROADCASTING • TELECASTING, April 17, 1950]. Comr. Paul A. Walker, who dissented from the majority opinion, supported the examiner's conclusion that no evidence was found to support the concealment charges. WMAW's permit is for 5 kw fulltime on 1250 kc, directional. The station has been operating more than 33 months, the petition said.

WMAW charged the Commission decision was "unlawful" in that it requires forfeiture of the station's permit without according the "procedural safeguards guaranteed" by the Communications Act and the Administrative Procedure Act. The station also contended the decision was unlawful since the hearing was conducted by an examiner rather than a Commissioner, as required by the Communications Act. Failure of the Commission to heed the findings of fact of the examiner who heard and observed the witnesses also was cited.

CONTEST OPEN
For 1950 Safety Awards

NOMINATIONS are open in the broadcast field for the National Safety Council Public Safety Award for exceptional service to safety during 1950, it was announced last week.

Awards will be made in the radio and TV category to stations and national or regional networks performing exceptional service to safety during the past year. The council also will continue to make an award to a radio or TV station which has broadcast a safety program continuously on a regularly scheduled basis for the past five years or more. Also, as in the past, awards will be made for specific achievements.

FM PROGRESS
Sets Reach 7.5 Million

TOTAL number of FM receivers now in circulation is 7,500,000, according to a resume of FM progress by Edward L. Sellers, director of the NAB FM Dept.

Surveying the current status of FM, he said 1950 FM set production, including FM-equipped TV sets as well as FM-only and AM-FM radio sets, totaled 2,500,000 units, a new record.

FM achieved progress on three fronts last year, according to Mr. Sellers: Number of FM stations becoming fully licensed (519 of 676 operating stations, a net gain of 41 for 1950); number of FM-equipped radio and TV sets, and recognition of FM's growing audience by two major networks.

Evidence of FM's growth in the Washington, D. C., area was cited last week by Everett L. Dillard, operating WASH (FM) Washington. Mr. Dillard said a survey by American Research Bureau showed 122,000 FM equipped radio and TV sets in the nation's capital as of Dec. 1, 1950, a gain of 8,000 in two months.

"MAY the Good Lord Bless You and Keep You," sign-off theme of *The Big Show*, Sundays, 6-7:30 p.m., NBC, recorded by five companies, with versions by Bing Crosby, Frankie Laine and Eddy Arnold among them.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

Davenport, Iowa
Rock Island, Ill
Moline, Ill
East Moline, Ill
Bettendorf, Iowa
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC blankets these five cities. . . . One metropolitan area! It reaches thousands of rural listeners in a rich agricultural area, too. Diversified? Of course! From managers to machinists . . . from cooks to clerks. They all listen . . . they all buy in the Quint City market! Truly a test market . . . an accurate indicator for your product, your sales or your campaign. Dependable surveys prove that WOC saturates a metropolitan market . . . and a rural market . . . and SELLS YOUR PRODUCT!
Basic NBC Affiliate
WOC
5,000 W 1420 Kc
B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

THE LATEST WCKY STORY

IN CINCINNATI, DO YOU WANT RATINGS HIGHER THAN NETWORK ADJACENCIES FOR YOUR SPOT CAMPAIGN?

THEN WCKY'S INDEPENDENT BLOCK PROGRAMMING IS YOUR ANSWER - - - BACKED BY WCKY'S 50,000 WATTS OF SELLING POWER.

WCKY– on the air everywhere 24 hours a day 7 days a week, 365 days a year, with a 1951 General Electric transmitter.

INVEST YOUR AD DOLLAR WCKY'S-LY

RATINGS HIGHER THAN NETWORKS

"MAKEBELIEVE BALLROOM" —10:00-12:00 N 3:00-5:00 PM
Ratings as high as 6.0*. Beats such network shows as David Harum, Our Gal Sunday, Big Sister.

"DAILY HIT PARADE" —6:15-7 PM
Ratings as high as 6.1*. Beats such network shows as Beulah, People Are Funny, One Man's Family, Jack Smith, Club 15 and Dr. I. Q.

NEWS —17 NEWSCASTS A DAY, EVERY HOUR ON THE HOUR.
Ratings as high as 6.3*. Beats such network news shows as Lowell Thomas, Three Star Extra, Fulton Lewis, Jr., Gabriel Heatter, Elmer Davis, Ed. R. Murrow.

(*—Pulse Nov.-Dec. 1950)

IN CINCINNATI, YOUR BEST BUY IS WCKY

Call Collect: **Tom Welstead**
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

Clearwater Ahead

AFTER LIVING apart for nearly a decade, radio and TV have moved into the same edifice, but in separate wings. Formation of a fully autonomous NAB-TV justifies the liquidation of the valiant Television Broadcasters Assn., which has operated on a minuscule budget. Previously, FM had joined NAB.

Thus, the NAB takes on more of the aura of an over-all trade association. There should be an end to the glowering of one broadcast segment at the other. It marks another step toward fusion of all of the groups that live by the broadcast media—from manufacturer to broadcaster. Each should and can have its own autonomous group in an NAB federation, and pay its own freight. A single house-keeping structure can accommodate all.

Into such an all-inclusive organization the NAB can flourish. Trade associations, like government, live by the will and the tribute of their constituents. The constituents expect leadership, good government and guidance.

But, first things first. Now that radio and TV have moved into the same structure, the task at hand is to apportion staff and functions, and to evolve budgetary controls. These are among the fundamental problems to be tackled at Clearwater, Fla., this week, when the old board of the NAB and a majority of the NAB-TV board will meet.

The NAB board comprises 27 members. The new TV board, when complete, will have 13. That's 40, a junior convention. Obviously there should be an executive committee, comprising members of both boards, to bridge the gap. Such a committee could meet frequently and act swiftly. When other segments, such as the manufacturers, representatives and transcribers join the fusion movement (which we confidently anticipate), appropriate executive committee representation likewise could be provided.

A welter of matters confront the joint sessions this week. NAB-TV wants its own general manager—an opposite number of the NAB incumbent. There's agitation for a president for NAB-TV—a man of commanding stature. Would that bode a reorganization of the old-line NAB? Would it mean a move to elevate President Justin Miller to the over-all chairmanship of a federated organization, with a new president for what necessarily would become NAB-Radio? Would the funds be forthcoming for the maintenance of such a structure at this time—before others who live by the radio and TV dollar are brought into the fold?

It's abundantly clear that there can be no snap judgments. The separate boards cannot contemplate the organization chart alone. They must consider personalities and leadership and wherewithal. CBS and ABC must be won over. Evidently they won't budge until they know who will be retained for policy direction.

There will be talk in Clearwater about Broadcast Advertising Bureau, which moves toward autonomy two months hence. Both NAB and BAB are tugging for NAB General Manager William B. Ryan, slated to move to the BAB presidency. In view of the emergency economy, there's talk about cutting the BAB budget from its original half-million dollars to a substantially lower figure.

That, in our view, would be a serious mistake. It was the mistake made after V-J Day in 1945, when broadcasters thought the wind-fall would continue. At the precise time NAB-TV was created in Chicago on Jan. 19, the American Newspaper Publishers Assn. was holding its own strategy sessions on the other side of town. Radio and TV didn't go unnoticed. The budget of the ANPA's Bureau of Advertising wasn't cut. The newspapers aren't resting on their oars.

The broadcast media have made notable progress in getting their houses in order in recent weeks. NAB-TV moved the two most important entities under the same roof. Radio-Television Mfrs. Assn. has suggested that it move physically into the NAB headquarters building, but has made no open overtures toward amalgamation in the common radio-TV front.

There's forward momentum—momentum toward fusion now.

BBC WILL continue to rule Britania's airwaves if the report of the so-called Beveridge Commission is followed by Parliament. But there's a chink in BBC's armour. The committee suggests that TV go part-way commercial via theatre TV. And the committee split, 8 to 4 on whether all radio and TV should adopt the "American Plan," stamping out state monopoly control. To those dissenters, we say "cheerio and carry on." The British must learn there can be no truly free Britain until there is a free radio, on a parity with its press.

The Driver's Seat

THOSE slowly grinding legislative mills, which haven't turned out a single piece of substantive legislation on radio communications in 17 years, suddenly have gone into high gear. The McFarland Bill (S-658) whipped through the Senate Interstate & Foreign Commerce Committee last week. It's a safe guess that the Senate will approve it this week on the calendar (without delay) since the measure passed at the last session.

This bill, which would reorganize the FCC and strip the lawyers of excessive power by placing responsibilities on the FCC itself, was sabotaged in the House at the last session. The FCC lawyers had collaborated with House committee minions in writing what became known as the Sadowski Bill, which had no chance of passage, but which was used to block the McFarland measure.

Things have changed. "Earthy Ernest" McFarland of Arizona, author of the bill, is now the highly respected majority leader. He is in the driver's seat. The FCC opposition seems to have melted, but one can't be too sure. Certainly, the McFarland Bill isn't perfect. But differences can be ironed out in conferences between House and Senate. There's provision for monitoring stations, essential in the defense effort, which the FCC wants. It will have to take the rest with it.

There's more important legislation affecting all communications now pending—introduced at the request of the military as S-537. It would extend executive power over radio, TV and other "electromagnetic radiations." It would do this in *peace-time*. It's another way of saying that the military wants the authority to control all communications *now*.

Hearings soon will be called by Chairman Ed Johnson (D-Col.). The Defense Dept. will be loaded, because it covets greatly this wholly unnecessary power in *peace-time*. If the organized broadcasters and telecasters do not appear just as loaded in opposition, they may find themselves singing a parody to *You're in the Army Now*.

our respects to:

DUANE DODGE JONES

DUANE DODGE JONES, chairman of the board of Duane Jones Co., has been called, not without reason, the "Box Top King."

More than anyone else, he has installed the premium in a permanent place in the advertising bag of tricks. In return for a box-top and a quarter, Mr. Jones has distributed untold millions of bracelets, toys, rings, brooches and whatnots and simultaneously sold many more millions of his clients' products.

A tough-minded realist, he likes to measure the value of an advertising campaign by the sales it induces. Institutional advertising, bought to build good will, does not appeal to him. "The best good will," Mr. Jones said recently, "is the kind you can ring up on the cash register."

It is because of Mr. Jones' high regard for the activities of the cash register that his agency, which places about $20 million a year for its 26 clients, puts 60% of that money in radio or television.

Mr. Jones, born at Fort Collins, Col., Dec. 3, 1897, grew up in Colorado but got the wanderlust after attending Denver U. for a short time. He subsequently was enrolled at the U. of Washington, the U. of Michigan and the U. of Pennsylvania's Wharton School of Business, from the latter obtaining a degree in economics.

After graduating from college, Mr. Jones distinguished himself by starting his business career at the top. He went to Los Angeles and launched a trade paper, with himself as publisher.

The publication, *Service Station News*, was distributed through gasoline stations. In two years of publishing, Mr. Jones wrote lots about oil, but never quite struck any. He unloaded the paper, not to mention a mountain of printer's bills, on a buyer and retired from publishing.

His next job was as an office boy with Lord & Thomas, Los Angeles. Despite the discrepancy in titles this position represented a measurable improvement over that of publisher. As an office boy he was assured of $108 a month.

Mr. Jones' service with Lord & Thomas (forerunner of the present Foote, Cone & Belding) did not begin auspiciously. It was, he recalled recently, an interminable period before he got his first raise.

At last however, an executive of the firm advised him his salary was to be increased.

"How much?" Mr. Jones asked eagerly.

"Ten dollars a month," said the executive.

(Continued on page 54)

More Italians* Listen to

WOV

than any other New York Station

(Network or Independent)

In The Vital Selling Hours of 9 AM to 7 PM The Fall 1950 Pulse Shows...

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949 —while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service—providing *network quality* entertainment and news coverage from studios both in New York and Rome, Italy...with the showmanship and drive that *sell!*

***2,100,000**
Italian-Americans Live and Buy in the Greater New York area.

Originators of *Audited Audiences*

WOV
NEW YORK
5000 WATTS

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

front office

BERG ALLISON, manager KBIZ Ottumwa, Iowa, to KRNT Des Moines as sales representative.

Mr. Allison

KENNETH M. COOPER, advertising representative *Parents Magazine*, to WDRC Hartford, as account executive.

E. W. MALONE, commercial manager KWBR Oakland, Calif., to KRON-TV San Francisco as sales promotion manager.

J.B. ROBERTS appointed to sales staff WSGN Birmingham, Ala. He was with several newspapers in Georgia and Alabama.

PAUL GOLDMAN, general manager KSYL Alexandria, La., to KNOE Monroe, La., as general manager.

JOHN L. LOCKE Jr., program research department KOMO Seattle, appointed account executive on sales staff.

RAY SELF, sales staff WISH Indianapolis, to sales staff of WXLW same city.

ROBERT D. WOOD, account executive CBS Hollywood, to KTTV (TV) that city in same capacity.

CLOYDE MINER, film service and editing department KSL-TV Salt Lake City, to sales department. HENRY W. GLEUE, Stevens-Davis Co., Chicago, appointed to KSL-TV sales department.

WILLARD BUTLER, WFTL Ft. Lauderdale, Fla., to sales staff WEAT Lake Worth, Fla.

ELEANOR WHITELAW, program director and sales representative WPCF Panama City, Fla. to WJHO Opelika, Ala., as sales manager.

ALL-CANADA RADIO FACILITIES Ltd., Toronto, appointed Canadian representative for ZBM Bermuda; ZQI Kingston, Jamaica; ZFY Georgetown, British Guiana; Radio Malta; Radio Barbados; Radio Trinidad; Radio Singapore; Radio Hong Kong, and Radio Kuala Lumpur, Malaya.

ROBERT MEEKER Assoc., N. Y., appointed national representative for WKNE Keene, N. H.

DEUNEY & Co., N. Y., appointed national representative for WAID Auburn, Ala.; WELS Kinston, N. C., and WSIR Winter Haven, Fla.

H. N. STOVIN & Co. appointed representative in Vancouver for CKXL Calgary.

JOE GOLDEN, salesman KTRI Houston, to sales staff KATL same city.

MARVIN SHAPIRO to sales department WCAU Philadelphia.

THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".
Now affiliated with Progressive Broadcasting System.
May We Hear From You?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

HAL K. SHADE, station manager KOOS Coos Bay, Ore., to KFIR North Bend, Ore. He is part owner, vice president and general manager of station.

Mr. Shade

GUY C. CUNNINGHAM, director of national and spot sales WEEI Boston, appointed sales manager.

TED NELSON, WMON Montgomery, W. Va., to KVER Albuquerque, as assistant manager and program director.

Mr. Cunningham

TOM PARRINGTON, Oklahoma City sales manager Continental Airlines, to sales department WKY same city. He succeeds GENE CHEATHAM called to duty with Marine Reserves.

MORT WEIBACH, attorney and CBS talent and program negotiator named business manager of ABC program department.

ALFRED BECKMAN, stations relations department ABC, appointed director of station clearance for network.

WALTER BONWIT, vice president in charge of merchandising and promotion Bonwit-Teller Inc., N. Y., to sales staff WJZ-TV New York to specialize in development and extension of station's retail sales activities.

M. M. FLEISCHL, account executve WMCA New York, appointed to newly created post of local sales manager for station.

Personals . . .

PAUL A. LOYET, vice president and resident manager WHO Des Moines, elected president of Des Moines Golf and Country Club for 1951. He also was re-elected to three-year term on board of directors of Des Moines Chamber of Commerce. . . . JAMES F. GRIFFITH, co-owner KARE Atchison, Kan., named to Atchison Chamber of Commerce board of directors. . . . JONATHAN DANIELS, editor of *Raleigh News & Observer* (WNAO), Raleigh, N. C., to speak at 23rd annual Georgia Press Institute to be held at U. of Georgia, Feb. 21-24. . . . GRAEME ZIMMER, vice president Radio Virginia Inc. (WXGI Richmond), will speak at New York Ad Club meeting, Feb. 13. . . . SAM CARLINER, executive vice president WAAM (TV) Baltimore, sailed on *New Amsterdam* from New York Jan. 18 for three-week Latin American cruise. He was accompanied by Mrs. Carliner.

LLOYD MOORE, manager CFRB Toronto, in his capacity as president of the Toronto Rotary Club, Jan. 19 presented to Toronto Hospital for Sick Children $56,620, the second part of the club's donation of $140,000 to the hospital.

ROBERT R. TINCHER, general manager WNAX Yankton, named to membership committee of Greater South Dakota Assn., part of State Chamber of Commerce. . . . JACK COOKE, owner CKEY Toronto, has had another song, "Yes, I Do, I Do," published by BMI Canada Ltd., Toronto. . . . HARRISON FLINT, manager CKSF Cornwall, writing weekly radio column in local newspaper, *Cornwall Standard Freeholder*.

PAUL A. JENKINS, president KXO El Centro, Calif., on extended tour of Far East. Visits will include Japan, Korea and Philippines. During his absence his dispatches will be used as inserts on station newscasts.

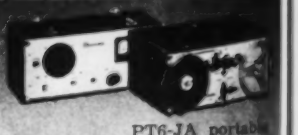
GUSTAV B. MARGRAF, vice president and general attorney NBC, appointed chairman of radio division of greater New York Girl Scout fund drive. . . . ROBERT H. HINCKLEY, vice president ABC, awarded

C. W. Doheny Dies

CLARENCE W. (Toby) DOHENY, 61, for 26 years associated with the Chicago publishing headquarters of Standard Rate & Data Service Inc., died of coronary thrombosis Jan. 21. Mr. Doheny's work took him through the central western SRDS territory where he was well known in radio and television. A World War I veteran, he also was well known as a hockey player, coach, time-keeper and official. Surviving are his widow, a daughter, a son and a grandson. His body was to be shipped to Cobourg, Ont., Canada, where he was born, for burial.

WKBZ Muskegon, Mich. USES Magnecorder

PROFESSIONAL TAPE RECORDERS



PT6-JA portable recorder and amplifier shown offer unmatched fidelity and flexibility at moderate price.

Write MAGNECORD, Inc. 360 N. Michigan Ave., Chicago 1, Illinois

FIRST CHOICE OF ENGINEERS

certificate of merit by Wings Club at luncheon at Hotel Biltmore, New York. Wings Club is an organization for the advancement of aeronautics. . . . **JAMES L. STIRTON**, general manager ABC Central Division, named Chicago chairman of radio-TV committee for Brotherhood Week, Feb. 18-25, sponsored by National Conference of Christians and Jews. Committee includes 40 radio-TV executives. . . . **JULIUS F. BRAUNER**, general attorney and secretary CBS, will serve as chairman of radio television of Legal Aid Society's annual fund raising campaign. . . .

RADIO MARATHON

Puts Seattle Symphony Campaign Over Top

"WE UNDERESTIMATED the response of the common man to the tremendous personal appeal of radio," John H. Hauberg Jr., executive vice president of the Seattle Symphony, told BROADCASTING • TELECASTING last week.

Mr. Hauberg was evaluating the 24-hour marathon broadcast by Hal Davis and Norm Bobrow over KRSC Seattle in an effort to wipe out the symphony's financial deficit [BROADCASTING • TELECASTING, Jan. 8].

The symphony had conducted an all-out public appeal for $30,000 through newspapers and other media for several weeks, and as the deadline of Jan. 1 approached, only $16,000 had been contributed. Then, in a 24-hour stint from a street window of Frederick & Nelson, Seattle department store, Messrs. Davis and Bobrow collected $14,500, putting the campaign over the top. Mr. Hauberg indicated last week that his preliminary expectation had been a top contribution total of $2,000.

Contacts Sponsors

In preparation for the show, according to H. E. Ridalls, KRSC manager, the station contacted all regularly scheduled sponsors, asking them to forego their usual commercials and accept courtesy announcements instead. All sponsors, more than 30, agreed. Mr. Ridalls reported KRSC has received congratulations from other Seattle stations on the accomplishment which they feel reflects the job radio can do.

Tagged *Start the Music*, the program started at 5 p.m., Friday, Dec. 29. Mr. Davis and Mr. Bobrow who operate the Davis-Bobrow Agency of Seattle and who have their own disc jockey and comment programs on the air, were in the store-window studio for 24 hours, talking most of the time.

Contributions ranged from 25 cents and a Mexican 250-peso note to $700, with 75% of the donations under five dollars. Even a dog got into the act. He trotted in carrying an envelope with $5 and a note saying "Duffy sent this."

Live music from the store window, interviews with civic leaders and hundreds of passersby, and just plain sales pitching for the symphony occupied virtually the entire program, with only 12 discs played during the whole 24-hour period.

Bolo Boomerang

THE VOICE of America has vigorously denounced Josef Stalin—and in so doing pulled off one of the neatest propaganda tricks of the century. Noting the Soviet celebration of the anniversary of Lenin's death, the Voice described Stalin as rude, impulsive and not entirely patient or loyal. The trick: The voice was that of America but the words were those of Lenin himself.

THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
PORTLAND OREGON
ON THE EFFICIENT 620 FREQUENCY
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

COMMUNITY service citation is accepted by General Manager Worth Kramer (r) on behalf of WJR Detroit for the station's "outstanding achievement" in aiding law enforcement and traffic safety in 1950. Recognition was given by the Detroit Police Dept., represented by Police Superintendent Edwin Morgan.

SCHOOL STUDY

Charges Radio 'Neglect'

AMERICAN colleges and universities have "badly neglected" the study of radio in all save their speech departments. And the industry is "no better than the education of the men and women who staff the stations and networks."

These are two of the conclusions reached by Raymond D. Cheydleur, director of educational radio at Marshall College, Huntington, W. Va., in his *Compilation of Radio Theses* covering the period 1918-1950.

Pointing out that radio research is no longer a "Johnny-come-lately" and that there has been a "steady interest and growth" in both technical and non-technical aspects of the medium, Mr. Cheydleur reports a "minor interest" in advanced radio study from 1918 to 1938 and then the beginning of a greater study among institutions. He surveyed some 83 colleges and universities on the titles of radio theses in their files, claiming a duplication or near-duplication of work done for master and doctoral degrees.

Mr. Cheydleur also concluded that "if our institutions in teaching music, political science, religion and sociology neglect this important phase of radio . . . we perhaps need a re-examination of those subjects if radio is to continue its staffing with college graduates."

Esty Adds

WILLIAM ESTY Co., New York, has added four members to its television staff. They are John Demott, formerly special effects director with CBS-TV; Tony Pan, who was with RKO-Pathe; Charles Gilnicki, formerly assistant to Mr. Demott at CBS-TV, and Jane Horning, who has worked in publishing and television in New York.

Your 1951 BROADCASTING Yearbook is in the mail

. . . addressed exactly the same as this issue. Complete distribution should be accomplished within two weeks.

You'll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services—plus some 50 directories covering the wingspread of radio, television and related businesses.

New BROADCASTING subscribers may still receive this $5.00 Yearbook as a bonus. Here's a handy order form:

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

☐ $7 enclosed ☐ please bill

NAME
TITLE
STREET
COMPANY
CITY ZONE STATE

Agency Beat

(Continued from page 15)

Seavey, S. F., form new advertising art agency with offices at 353 Kearny St., S. F. Telephone Yukon 6-1998.

FRANK A. ITGEN, account executive Julian G. Pollack Co., Phila., to contract department Gray & Rogers, same city.

GERRY MARTIN, director of television Duane Jones Co., N. Y., father of girl, Alice Jane.

STANLEY N. ARNOLD, vice president Pick n' Pay Super Markets Inc., Cleveland, to staff of William H. Weintraub & Co., N. Y.

LOUIS L. ROWACK, advertising manager *Levittown Tribune*, to Flint Adv. Assoc., N. Y., as account executive.

KENYON & ECKHARDT, S. F., moves to new quarters in Crocker Bldg., Market and Post Sts. Telephone remains Yukon 2-3070.

ROBERT S. MILNE, Opinion Research Corp., Princeton, N. J., to Mervin D. Field & Assoc., as representative in Hawaii.

DOUGLAS H. HUMM, assistant spacebuyer, appointed radio-TV timebuyer for Charles W. Hoyt Co. Inc., N. Y.

WILLIAM BERECH, Piels Bros., to Kenyon & Eckhardt, N. Y., as associate account executive.

JAMES AULL, TV director Martin Adv. Agency, N. Y., to staff of Gresh & Kramer, Philadelphia. **L. ROY WILSON, Jr.** will replace him as TV director at Martin Agency.

MARION HARPER Jr., president McCann-Erickson, N. Y., received Young Men's Board of Trade Distinguished Service Award of scroll and gold key. Mayor Vincent R. Impellitteri, of New York, made presentation and cited Mr. Harper's work on behalf of current Boy Scout campaign and Salvation Army drive.

RICHARD ECKLER, Young & Rubicam Inc., N. Y., appointed director *Paul Whiteman Revue* on ABC-TV. **FELIX JACKSON**, former Hollywood producer, named producer writer of show.

HEWITT, OGILVY, BENSON & MATHER Inc., N. Y., moves from 345 Madison Ave. to larger quarters at 575 Madison Ave. Telephone Murray Hill 8-6100.

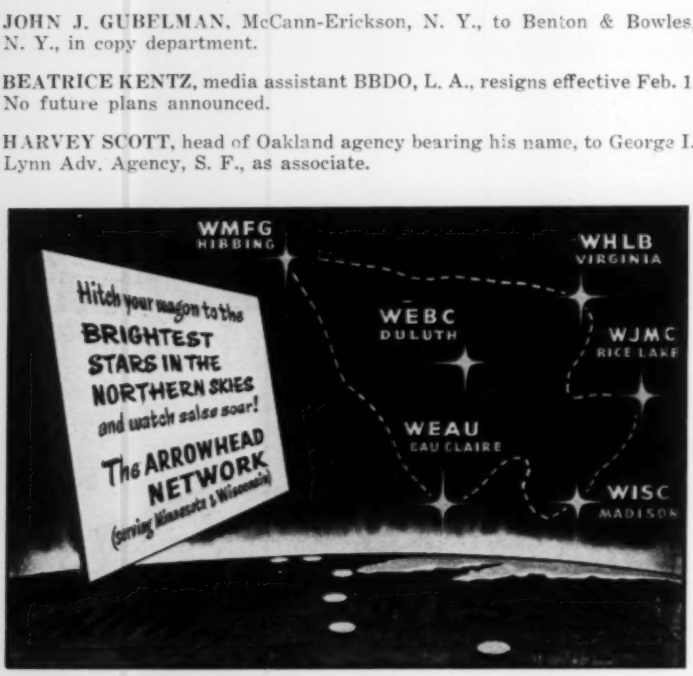
PHIL D. McHUGH, vice president Yambert, Prochnow, McHugh & Macauley Inc., Beverly Hills, Calif., named director of radio and TV.

JOHN MAXWELL, vice president in charge of art Hutchins Adv. Co., Phila., awarded M. Grumbacher Prize for best watercolor painting at ninth annual show of Audubon Artist in N. Y.

JOHN J. GUBELMAN, McCann-Erickson, N. Y., to Benton & Bowles, N. Y., in copy department.

BEATRICE KENTZ, media assistant BBDO, L. A., resigns effective Feb. 1. No future plans announced.

HARVEY SCOTT, head of Oakland agency bearing his name, to George I. Lynn Adv. Agency, S. F., as associate.



FIREMAN'S hat and Michigan license plate bearing his initials and the frequency of WSAM Saginaw, Mich., are presented to Milton L. Greenebaum (r), president of Saginaw Broadcasting Co., WSAM parent company, by Jack Parker, director of station operations for the company. Gifts were donated by WSAM and WLEW Bad Axe, Mich., also owned by Saginaw Broadcasting Co., at an annual staff party in Saginaw. Presents were said to have fulfilled two life-long ambitions for Mr. Greenebaum.

Respects

(Continued from page 56)

"but don't tell the other employes about it."

"I won't" said Mr. Jones. "I'm just as ashamed of it as you are."

Mr. Jones became a vice president of the agency in 1928. Two years later he was moved to the Lord & Thomas New York office. From then on his rise was steady. He moved to Maxon Inc. as a vice president in 1932 and to Benton & Bowles as a vice president in 1934. After less than a year's service with Benton & Bowles, he became executive vice president of Blacket-Sample-Hummert, forerunner of Dancer-Fitzgerald-Sample.

In 1940 he returned to Maxon, but this time as a partner. He remained until he formed his own agency in 1942.

Hard Selling

While serving the other agencies for almost 20 years Mr. Jones had developed a strong belief in the hard-selling technique of advertising. When he organized the Duane Jones Co., he announced his philosophy in full page advertisements in New York newspapers.

In his ads Mr. Jones said he thought awards should be given to ads that sold the most goods instead of to those with the prettiest copy. He asked manufacturers to give him a chance to advertise their goods in their worst markets. The essence of his efforts, he explained, would be to make the cash register sing.

Mr. Jones set up in business with a staff of 15 and three accounts, B. T. Babbitt's BAB-O, Mueller's Macaroni, and Tetley Tea, with a combined billing of about $1.2 million. The same accounts are still with him, although their billing has tripled since then.

It is as a user of premium advertising that Mr. Jones has become outstanding. He has developed, by the use of premiums, a method of measuring sales effectiveness that Mr. Jones says works with slide-rule precision. He has managed in some cases to turn up new customers at a cost of only 8.7 cents each.

Probably the most unique premium he ever offered was the Blarney Stone Charm. Thinking to capitalize on the romantic aura surrounding the famous stone at Blarney Castle, Ireland, Mr. Jones secretly spirited several tons of similar stone from the Irish quarry that produced the original.

When the Irish government heard of it, it passed a law prohibiting export of Blarney stone, but Mr. Jones already had his shipment safe in San Francisco. He had cornered the market in that type of rock.

Mr. Jones had the stone chipped into charms that were set in bracelets, pins, rings, necklaces and all kinds of trinkets. For a quarter and a box top, women all over the country could have a chip off the Blarney Stone in their own homes and on their own persons. Several million such premiums were distributed in connection with various campaigns, with astonishing consequences in sales records of the products of Mr. Jones' clients.

Mr. Jones had enough of the stone left over to build a fireplace in his West Redding, Conn., farmhouse, where he and his wife live.

Mr. Jones met his wife, the former Doris La Fontaine, on an air trip to California. She was an airline hostess. They were married Oct. 1, 1941.

Mr. Jones is a member of the New York Metropolitan Club and the Sleepy Hollow Country Club.

New Talent Firm

RAY BLOCH Assoc. Inc., new personnel management and production firm, has been organized by Mr. Bloch, musical director and conductor. Firm will specialize in the development of new and unusual radio and TV talent. Under the management of Mace Neufeld and Sherwin Bash, the organization also will package and produce radio and TV programs and commercials. Offices are located at 485 Madison Ave., New York.

programs promotion premiums

POSTCARD SERIES ● ● ●

WOW Omaha sending trade series of postcards based on BAB project on magazine circulation. Cards sent at two day intervals to national media directors. Cards point up number of people station reaches as compared with magazine coverage.

OUTDOOR PROMOTION ● ●

KYW Philadelphia using outdoor advertising in promotion. Station using three-sheet posters at 100 locations in metropolitan area, 24-sheet billboards throughout city and 200 end-spaces in suburban railroad cars.

FM ADS ● ● ●

WMRI(FM) Marion, Ind., placed full page advertisement in local newspaper giving facts on FM radio. Ad gives scale on FM radio's growth during 1949 and 1950, published by NAB. Advertisement also quotes statement by FCC Chairman Wayne Coy about the coverage of FM radio.

TELEVISION BOOKLET ● ●

NBC sending illustrated booklet to trade on television coverage of national and world events. Booklet contains pictures of Korean war and explains coverage by NBC. It also gives information on coverage of national events during past year. Cover headed "Television on WATCH."

DEFENSE SHOW ● ● ●

KPOJ Portland, *This is Where We Stand*, second in series that started last spring. Second series deals with civilian defense on national, state, county and municipal levels. Program also features prominent people in defense set-up. First in series was devoted to draft status for young men.

FILM PROMOTION ● ● ●

WBAL Baltimore sending advertisers and trade promotion resembling roll of film. Unrolled, film reveals large white letter against black background saying "On WBAL . . . Your Products Are Better Exposed To Buy Appeal." On other side in red are pictures of entertainers, along with companies advertising on station.

OFFERS AIR TIME ● ● ●

KRON-TV San Francisco offering air time to educators and public defense officials. Periods will be scheduled for half-hour daily, with technical assistance and use of studios. Educational and defense heads have expressed thanks to station for offer.

★ ★ ★ ★ ★ ★ ★ ★

THE THING?

WKRC-TV Cincinnati, conducting contest in agencies to name the "Thing." Contest based on 30,000 wooden balls, owned by couple who wish to get rid of them. Persons are asked to name "Thing" in order to win prize. Local newspapers, news services, Washington columnists and national papers have carried stories on the unidentified "Things." They were offered on *Swap Shop* program, bringing results from many parts of nation. Thousands of people have requested the "Thing" though no one knows what they are for.

★ ★ ★ ★ ★ ★ ★ ★

POSTAL BROCHURE ● ● ●

MBS sending trade and advertisers large brochure with postal marks on cover and back. Inside gives data on stations and markets that MBS covers. Front is headed "Mister Plus Goes Places" with picture of "Mr. Plus" made to look like a stamp.

COMPLETE NEWS SHOW ● ●

WGH Norfolk, *All The News*, 11-11:15 p.m., gives latest international, national and local news to listeners. Station officials point out this is only complete late-evening newscast in area. Harry Van Slycke, veteran newscaster, handles show.

ONE OUT OF TEN ● ● ●

WMAQ Chicago circulating promotion folder dominated by "1 out of every 10" theme. Folder points out that one out of every ten U.S. families live in WMAQ area; that one out of every ten radios in U.S. is in WMAQ area; that one out of every ten pay checks earned in U.S. is earned in WMAQ area; that one out of every ten dollars spent in U.S. is spent in WMAQ area—with each category illustrated and expanded on one page of folder and emphasizing that in WMAQ area "more people listen to WMAQ daily than to any other station."

CIVIL DEFENSE ● ● ●

WTMJ-TV Milwaukee will cooperate with Milwaukee Civil Defense Committee and Milwaukee County Chapter of Red Cross in presenting special series of TV public service first aid programs. Telecasts to be offered 5:30-5:45 p.m. Fri.

ITALIAN AUDIENCE ● ● ●

WOV New York has sent promotion broadside emphasizing that "More Italians listen to WOV than any other New York station" and noting that 2 million Italian-Americans live and buy in greater New York area. "This dominance," says WOV, "is founded on WOV's . . . network quality entertainment and news coverage from studios both in New York and Rome. . . ."

LOVINGLY YOURS ● ● ●

WWJ Detroit, *Lovingly Yours, Laura*, 2-6 a.m. nightly female disc jockey show, features "Laura" with news on hour, personal chats via phone with weather man, news editors, night chefs and waitresses, and exchanges of notes with truck and taxi drivers.

BASEBALL NEWS ● ● ●

KSFO San Francisco, *Don Klein's Baseball Notebook*, Regal Amber Brewing Co. and San Francisco Seals (ball club). Agency: Abbott-Kimball, features news briefs of daily baseball events and interviews with personalities in the baseball world.

IMMORTAL PERFORMANCES

RCA VICTOR has announced extensive record sales promotion built around 18 album collection of musical masterpieces recorded by great classical and popular artists, *Treasury of Immortal Performances*. Newspaper ads in 27 cities will tie in with two week Radio Festival arranged with more than 250 stations carrying RCA Victor's nightly *Music You Want* program.

MIAMI TELECOURSES ● ●

WTVJ (TV) Miami, Fla., donating air time in cooperating with U. of Miami to present extension courses twice-weekly. "Telecourses" began Jan. 16. Taught by U. of Miami instructors, first subjects offered are public speaking and personal finance. Lee Ruwitch, WTVJ vice president and general manager, said station was "happy" to help in "this public service endeavor."

COOK CAPTURE ● ● ●

FURTHER reports on capture of William Cook, accused killer [BROADCASTING • TELECASTING, Jan. 22], were received from KXO El Centro, Calif., KVOO and KTUL Tulsa. KXO presented exclusive interview with two men held by Mr. Cook for over a week. Material later released to MBS. KVOO used tape recorded on-the-spot interviews of capture. KTUL broadcast an account of the man's five-day rampage through state.

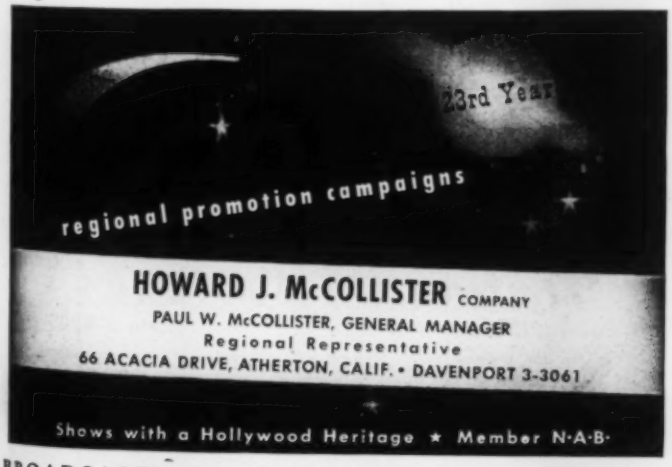
ARMY SERIES STARTS ● ●

LBS broadcasting coast-to-coast series featuring U.S. Army Band, Sun., 1:45 p.m. EST, started Jan. 7. Show features all-soldier cast and is sponsored by U.S. Army and Air Force recruiting service. It is fed to network by WOL Washington. Band includes concert band, dance orchestra and vocal chorus. Nationally known professional artists will appear as guests on series.

GI TALENT ● ● ●

KNBH(TV) Hollywood, *Servicemen's Revue*, one hour show series

(Continued on page 56)


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

Promotion, Programs, Premiums

(Continued from page 55)

featuring GI talent from nearby bases. Produced by Jesse Johns and directed by John Gaunt.

FIGHT SHOW ● ● ●

SPORTS BROADCAST NETWORK, Philadelphia, has sent out promotion package containing success story letters from WMCA New York in connection with its *Fight of the Week* production, available to one station in each city for local sponsorship.

SPECIAL SHOW TRAIN ● ●

NEW YORK, New Haven & Hartford Railroad will run special train for NBC *Big Show*, Sun., 6-7:30 p.m. broadcast Feb. 18. Reduced round trip rates being offered from nine train stations which have been given 1,200 tickets to be distributed to passengers.

WRESTLING EMCEE ● ● ●

KPIX(TV) San Francisco, *Great Sport*, Thurs., Horsetrader Ed (used car dealer). New sports quiz program featuring Vic Holbrook as quizmaster. Mr. Holbrook also wrestles before TV cameras in Bay Area bouts from time to time. Sponsor claims largest volume of business in used car field in nation and credits radio-TV exclusively for success.

allied arts

WALTER WHITE Jr., president, and **SHIRLEY THOMAS**, vice president Commodore Productions and Artists Inc., Hollywood, re-elected to firm's board of directors.

DOLPH NELSON resigns as director NBC Chicago, to join Tom Moore Productions as producer.

FRANKLIN M. EVANS, general manager KSBR (FM) San Bruno, Calif., to Standard Radio Transcription Services Inc., Hollywood, as assistant production manager.

SESAC Inc. announces affiliation of three additional publishers: Navarene Publishing House and Lillenas Publishing Co., both of Kansas City, Mo., and Gospel Songs Inc., Malverne, N. Y.

BEN FOX, assistant director programming and production DuMont TV Network and WABD (TV) New York, resigned to form new independent production company, specializing in complete program development for radio and TV.

BRUCE EELLS & Assoc., Hollywood, under titles of *Comedy Capers* and *Hollywood Spotlight*, is releasing 150 quarter-hour transcribed programs and cut several years ago featuring name talent.

SAMUEL SALZMAN, plant superintendent Allied Record Mfg. Co., Hollywood, named vice president in charge of manufacturing.

Technical . . .

PAUL TARRODAYCHIK, engineer KEYL (TV) San Antonio, named maintenance supervisor. Was also elected secretary-treasurer of San Antonio section of Institute of Radio Engineers. **WILLIAM SHOCK** appointed technical director.

EMIL SELLARS, technician WBTV (TV) Charlotte, father of girl Mary Susan.

THOMAS RITCHIE, studio engineer WKY Oklahoma City, is chief instructor for code course at Oklahoma City U.

VIRGINIA RIX, publicity department WDTV (TV) Pittsburgh, to engineering department.

MARTIN YANNUZZI, JAMES GURGICK and **AUBREY STANSBERRY** added to engineering staff WAAM (TV) Baltimore.

C. E. MILLER, transmitter supervisor KOMO Seattle, located at Vashon Ise, elected director of Vashon Chamber of Commerce.

R. A. HACKBUSCH, president and managing director Stromberg-Carlson Co. Ltd., Toronto, re-elected president Canadian Radio Technical Planning Board at Toronto meeting. **GORDON W. OLIVE**, chief engineer CBC Montreal, re-elected vice president. New committee chairmen include: **H. S. DAWSON**, formerly general manager Canadian Assn. of Broadcasters, now with Canadian General Electric, Toronto, as general co-ordinator; **J. A. OUIMET**, CBC Montreal, as TV technical advisory committee chairman; and **F. H. R. POUNSETT**, Toronto, as chairman of broadcast committee.

LIONEL H. NAUM, advertising section of commercial equipment division General Electric Co., Syracuse, appointed district sales manager for broadcast equipment with headquarters in Chicago.

RCA announces new type BA-6A limiting amplifier for safe maximum value during broadcast transmission, recording or reproduction of sound. New amplifier limits high audio peaks that occur during AM-FM broadcasting.

HEWLETT-Packard Co., Palo Alto, Calif., announces new low-cost FM communications monitor that requires no adjustments during operations, firm claims. Model 337A-B monitor is designed for use by non-technical personnel.

ROBERT F. FIELD, engineering department General Radio Co., Cambridge, retires. He had been with company for 21 years.

MULTICORE SALES Corp., N. Y., announces new study book on soft-soldering. Book is ideal for employe training manual. It is written in easy-to-understand terms and has accompaning diagrams.

JIM McLEAN, Industrial Division manager for Philco, assigned to cover several countries in Europe in next few weeks.

Equipment . . .

WILLIAM F. HALSEY Jr., fleet admiral (USN retired) elected president of International Telecommunication Labs Inc. Adm. Halsey is member of board of IT&T and chairman of board of directors of All-America Cables & Radio Inc.

DR. J. O. PERRINE, assistant vice president AT&T, will deliver lecture and demonstration, "New Horizons in Communications," at meeting of Atlantic Coast section of Society of Motion Picture & Television Engineers, Feb. 2.

TELEVISION CONTRACTORS Assn., Philadelphia, has moved to new offices in the MIT Corp. Bldg., 20th St.

SHELDON R. LEWIS appointed general traffic manager of RCA Victor. Was Montgomery Ward traffic executive.

J. W. DUFFIELD, district sales representative in New York office General Electric, appointed Eastern regional sales manager for tube division with headquarters in New York.

THE DAVEN Co., Newark, announces addition of type OP-962 to its line of output power meters. New meter features easier reading and greater extension of power range.

DAVID C. PRINCE, vice president General Electric Co., Schenectady, named to president's staff. **HARRY A. WINNE**, vice president in charge of engineering policy, will succeed him as head of general engineering laboratory. **ERNEST E. JOHNSON**, manager of engineering, large apparatus division, appointed general manager of laboratory.

NEW ENGLAND IRE

Meeting Set for April 21

FIFTH ANNUAL New England Radio Engineering Meeting has been scheduled for April 21, at the Copley Plaza Hotel in Boston. The one-day conference meeting, sponsored by the North Atlantic Region of the Institute of Radio Engineers, is designed to keep engineers abreast of latest developments with a minimum of time away from their regular work.

A substantial portion of the program, according to William R. Saylor, general chairman of NEREM 1951, will deal with topics of particular interest to communication and electronics engineers during the present national emergency. Roland C. Hale, chief engineer of WCOP Boston, is in charge of arrangements for the technical papers.

Radio-TV Institute

NBC and Barnard College will launch an annual six-week summer institute in radio and TV for college graduates, June 25-Aug. 3, in New York. Limited inaugurally to 35 students the fee is $140. Instructors will be guest lecturers plus NBC staff members. Joseph H. McConnell, NBC president, pointed out this was the fourth such undertaking by NBC. Others are with Northwestern U., U. of California at Los Angeles and Stanford U.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week,

Write, call, or wire

Edgar L. Bill —— Merle V. Watson

Julian Mantell, Sales Manager

National Features

Peoria, Illinois Phone 6-4607

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

In the midst of 12,000 pieces of mail, "Secret Number" winner, Mrs. Alda LaCroix, is presented the $100 WAAB prize. L. to r: Standing, Chet Gaylord, disc jockey; Isabel Whitaker, woman's program personality; Don Stevens, WAAB program director; Mrs. LaCroix; Shirley Matson, Scandinavian radio performer; "Pappy" Howard, folk and western disc jockey; seated, Announcers Bob Nims, Howard Nelson and Charles Stevens.

'SECRET NUMBER'

WAAB Pulls 12,000 Cards

FIRST promotion of WAAB Worcester, Mass., under its new owner, Bruff W. Olin Jr., was a "Secret Number" contest awarding $100 to any listener whose social security number matches any of the contest numbers broadcast. The project resulted in over 12,000 pieces of mail in six days, Mr. Olin announced last week.

Cards from Worcester County listeners constituted the largest portion of the mail, he said, but nearly 1,500 pieces were received from other New England states. The winner, Mrs. Alda LaCroix of Spencer, Mass., was presented the $100 cash award in ceremonies over the station's *Chet Gaylord Show*, featuring staff air personalities.

Response was so far beyond expectation that plans already have been made for future contests similar to it, Mr. Olin said.

FTC Order

DECEPTIVE advertising practices charged to Benjamin B. Cole Inc., Portland, Ore., would be prohibited under provisions of an initial order filed last week by a trial examiner of the Federal Trade Commission. The respondent firm was charged with falsely representing that it sponsors a radio show or that a "free souvenir gift" had been awarded in connection with a radio show, a claim which pursued it reportedly in quest of information concerning delinquent debtors. Trial Examiner Everett Haycraft found that the firm and its two officers—Herbert and Hannah Cole—assumed certain trade names to "disguise the true nature of their business and have otherwise obtained information by subterfuge."

KVEN Ventura, Calif., has adopted a unique method of auditioning its steady stream of applicants for mike-side jobs. Station gives them continuity to read or notes from which to ad lib, then actually puts them on the air. Listeners phone or write their reactions.

DO YOU WANT RATINGS HIGHER THAN NETWORK ADJACENCIES?

➤ *See Centerspread This Issue* ➤

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

NEW STATIONS

CBC Approves 5 AM, 2 TV

FIVE NEW AM stations and two experimental TV stations were recommended at the January meeting of the board of governors of the Canadian Broadcasting Corp. held at Ottawa.

Of five applications for AM stations at Saskatoon, two were recommended by the CBC to the Canadian Department of Transport —one English and one French-language station. R. A. Hosie will operate a 250 w AM station on 1340 kc and Radio-Prairies-Nord Ltd. will operate the French-language outlet with 1 kw on 950 kc.

Another French-language station was recommended for Gravelbourg, Sask., licensee being Radio-Gravelbourg Ltd., with 250 w and frequency undecided. A bilingual station, French and English, has been approved for Timmins, Ont., to J. Conrad Lavigne with 1 kw on 580 kc. St. John's, Newfoundland, will have its second commercial broadcasting station with granting of license to G. W. Stirling to operate with 5 kw on 930 kc.

Monopoly of broadcasting has been affected in three cities by the granting of these licenses. Until now there has been but one station at Saskatoon, CFQC, one at Timmins, CKGB, and one commercial station at St. John's, VOCM.

Experimental TV stations were granted to RCA Victor at Montreal, on Channel 5, and to Stewart-Warner Alemite Corp. of Canada at Belleville, Ont., on Channel 10. Both stations are licensed to power of 5 w.

A number of stations were allowed share transfers. Included was transfer of 200 preferred and 10,100 common shares of CKOY Ottawa, by which Dr. G. M. Geldert and G. W. Mitchell sold their shares in the station. For over 15 years Dr. Geldert operated the station as CKCO. Newspaper interests of the Southam family are now limited to owning 38.5% of CKOY by this latest approval of share transfer.

Another share transfer approved was for CKBW Bridgewater, N. S., with control in the company going to L. L. Rogers and J. F. Hirtle. CKEY Toronto is recapitalizing and the move has been approved. Miss A. M. Rea, sister of Bill Rea of CKNW New Westminster, has sold her shares in CJAV Port Alberni, B. C., with new owners being C. J. Rudd and K. H. R. Hutcheson. CKRM Regina is now owned by Dr. E. A. McCusker to whom license has been transferred. Similarly CJRL Kenora is now owned by C. W. Johnson of Kenora, by transfer approved at CBC board meeting.

BENDIX VOTES

To Become Part of Avco

STOCKHOLDERS of Bendix Home Appliances Inc. have voted to transfer assets and business of their company to Avco Mfg. Co. in exchange for Avco common stock in the ratio of two shares of Avco stock for each share of Bendix Home Appliances.

Avco already owned 83% of the Bendix stock as a result of an exchange offer which expired Sept. 15, it was reported. Joint announcement was made by Hector J. Dowd, chairman, Bendix Home Appliances, and Victor Emanuel, chairman and president of Avco.

Dog's Day

A SHAGGY dog story with a happy ending turned up at KNUJ New Ulm, Minn., when a tiny, scrawny underfed pup scratched at the station's door. The dog quickly made friends with the staff, but even the most sentimental could see that, inevitably, "Buster" would have to go. Disc Jockey Denny Hayes saved the dog's day by describing the pet and letting its mournful howls go out over the air during his show. Buster's "Dog-Gone Blues" were successful, and within 15 minutes a seven-year old boy had convinced KNUJ that he was the man for the job of watching out for Buster's future.

CHAIRMAN NAMED

For 1951 Ad Woman Award

RADIO COMMENTATOR Barbara Welles, WOR New York, who also broadcasts as Helen Hall for MBS, has been named 1951 general national chairman for the Advertising Woman of the Year award, it was announced last week.

Given annually by the Council on Women's Advertising Clubs of the Advertising Federation of America, the award will be presented to the outstanding woman in the profession at the AFA convention in St. Louis, June 10-13. Nominations must be sent to AFA by April 1.

BIG and **INDEPENDENT**

WWDC

IN WASHINGTON

National Reps. Forjoe and Co.

air-casters

AL CONSTANT, director of studio productions KRON-TV San Francisco, appointed to program manager. He replaces **P. H. CRAFTON**, who joins Richard Meltzer & Assoc., same city, as account executive.

L. J. BORMANN, news director WMT Cedar Rapids, Iowa, to WCCO Minneapolis, as director of public affairs. He replaces **WILEY S. MALONEY**, resigned.

RAY WILSON, news director KSBW Salinas, Calif., named program director, replacing **DON WELLS**, who is now with KWBB Wichita, Kan. Mr. Wilson will also continue duties as news director.

DON JAMES appointed program director WEAT Lake Worth, Fla. Was with WKBW Buffalo.

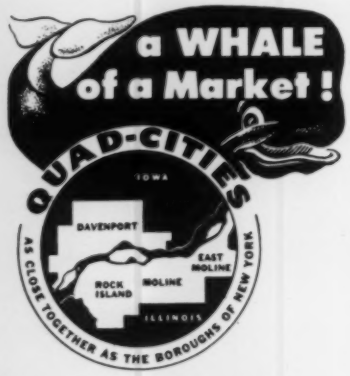
WAYNE KEARL, account executive KSL-AM-TV Salt Lake City, appointed to newly-created post of public service editor.

KEN CALFEE, graduate U. of Maryland, named producer-director WAAM (TV) Baltimore. **ED SARROW**, staff producer-director, will handle full production responsibilities of *Shopping For You*. **PAUL KANE**, staff producer-director, will handle full production of *TeeVee Waamboree*.

ELBERT HALING appointed to information director post, U. S. Dept. of Commerce—NPA Regional office, Dallas. Was with WFAA Dallas and WBAP Ft. Worth.

LEN LABBY named producer-director PBS Hollywood. Was with KGST Fresno, Calif.

TONY JACQUES to announcing staff CKSF Cornwall, Ont.



80th in POPULATION *
The Home of 233,012 People

**SALES MANAGEMENT estimate for 1950 population among the 184 U.S. Metropolitan County Areas.*

68th in RETAIL SALES **

54th in BUYING POWER **

9th in E.B.I. per FAMILY **
(effective buying income)

***1950 SALES MANAGEMENT Survey of Buying Power.*

Delivering more listeners at a lower cost . . .

WHBF
5000 WATTS BASIC ABC
AM TV FM
NAT'L. REP. AVERY KNODEL INC.

E. W. MALONE, commercial manager KWBR Oakland, to KRON-TV San Francisco as promotion manager. Mr. Malone was general manager KTYL Phoenix.

VIC SKAGGS, sales service WDTV (TV) Pittsburgh, named producer-director. **BERT HARRIS**, Wilbur Stark Agency, N. Y., appointed producer-director. **VINCENT Di RICCO**, engineering department, transferred to publicity department. **WILLIAM A. JEWETT Jr.**, technical director Cornell U. Theatre, to station as studio manager. **KATHY ROSSER**, women's commentator, to publicity department. **PAT MOREELL** to station's guest relations department. **MARY McKAY** to traffic department. **JEAN GRADSTAFF, MARLENE DOLSEY** and **JOHN HORNAK** to bookkeeping department. **THOMAS DICKSON** to purchasing department.

BRUCE WHITE, assistant film editor WDTV(TV) Pittsburgh, father of daughter, Bonnie, Jan. 16.

CHARLES von FREMD appointed public affairs and special events producer for CBS Washington. Was with WNHC New Haven and WCOP Boston.

COLLIER WHITEHEAD, new to radio, to WJHO Opelika, Ala., as copy service man and apprentice disc jockey. **VALERIE DOBSON**, Alabama Polytechnical Institute freshman in radio and journalism, handling afternoon record show on station.

NIELS L. MORTENSEN, *Milwaukee Sentinel*, to KCBS San Francisco as staff writer on *This is San Francisco* show.

DICK BRILL, KCBS San Francisco writer-producer, and **SUE JANKELSON**, KCBS teletype operator, married.

STUART NOVINS, director of public affairs Columbia Pacific Network and KNX Hollywood, father of boy, Larry Steven, born Jan. 20.

JAMES PARSONS, publicity department Don Lee Broadcasting System, Hollywood, named director of public relations for network. He succeeds **MARK FINLEY**, resigned.

DORWIN BAIRD, production manager CJOR Vancouver, has started daily evening commentary *Around Home* on local and provincial affairs, five nights weekly, as type of station editorial.

KEITH THOMAS, West Hooker Productions, N. Y., to production staff WABD (TV) New York, DuMont TV network.

JAY ANDRE, announcer WMAW Milwaukee, to announcing staff WBBM Chicago.

DAVID LOWE, writer-codirector of "Task Force 1:52," film of Bikini A-Bomb experiment, signed to direct children's series *Captain Video*, DuMont TV network, Mon.-Fri., 7-7:30 p.m.

PHYLLIS REID, new to radio, to CKXL Calgary as writer.

ROBERT W. SARNOFF, manager of program sales NBC-TV, appointed director NBC-TV Unit Productions to coordinate special NBC production units now functioning.

HOWARD BRADFORD, continuity writer WKY Oklahoma City, named chief of department. He replaces **MARY AGNES THOMPSON**, resigned. **BILL GWINN**, freelance writer, to continuity staff.

MARY MARGARET McBRIDE, ABC personality, chosen "most charming woman in radio" by Charm Institute, N. Y. **FAYE EMERSON**, ABC-TV, chosen for evening TV. **KATHI NORRIS**, WNBT (TV) New York, for daytime TV.

ED MASTERS, program director Armed Forces Radio Service, Tokyo, awarded Commendation for Meritorious Civilian Service for his work in building of Army programs. He was with WQUA Moline and WOC Davenport.

LOU MORTON, WJNO Palm Beach, Fla., to WSAZ Huntington, W. Va., as disc jockey.

BOB ATCHER, singing star WLS Chicago, to receive Boy Scout statuette award on station's *National Barn Dance* Feb. 10, for his services to individual Scout troops, area-wide jamborees and Chicago Council of Scouts.

DAVID LIVINGSTON OLSEN signed as associate speaker for Mutual-Don Lee *Voice of Prophecy*. He replaces **ELMER WALDE**, appointed associate radio secretary for General Conference of Seventh Day Adventists, Washington, D. C.

MARILYN WANIE, program operations department KECA-TV Hollywood, and **BILL ZECK**, program assistant at station, to be married in February.

ALAN COURTNEY, director of public service and guest relations NBC Hollywood, appointed to board of directors, Associated Services for Armed Forces in Los Angeles County as representative of Southern California Broadcasters' Assn.

ROBERT ALLEN appointed chief of announcers department at ABC Chicago. He has worked at NBC.

JACK CALLAGHAN, former producer *Quiz Kids* and *Ladies Fair*, to WBBM Chicago, as announcer. He also produced *Queen for a Day* and *News of the World* and has worked at WKAR Grand Rapids, WWJ Detroit and WGN Chicago.

JOHN BASTON appointed music librarian WXLW Indianapolis.

LYMAN BRYSON, director *Invitation to Learning* on CBS, is on National Book Award Committee.

HENRY W. LUNDQUIST, production manager WCOP Boston, is on two-week training duty with Navy. **BETSY KING**, nine-year-old WCOP disc jockey, named "pin up girl" for local Cub Scout troop.

CAROL CASTLE, TV makeup artist in Chicago, and **MARTIN H. SHENDER** married Jan. 14.

LARRY MANN and **PHIL STONE**, announcers CHUM Toronto, became fathers, each of their second son.

TOMMY SUTTON, hillbilly disc jockey, to WING Dayton. Was with KWK St. Louis.

CARSON BROWN MERRY, publicity director WBT-AM-FM and WBTV (TV) Charlotte, to WKLV Blackstone, Va. Will work with production, sales and promotion as well as special feature air work.

CHARLES BALDOUR, singer-announcer, returns to WLWD(TV) Dayton. Has been with Army Intelligence Corps in Korea.

KENNETH I. TREDWELL Jr., program director WBT Charlotte, named president county branch of Travellers' Aid.

WILLIS CONOVER, disc jockey WWDC Washington, replacing **JACKSON LOWE**, on *1260 Club*. Mr. Lowe has resigned.

Lt. Comdr. WALTER R. BISHOP USNR, public relations director WRVA Richmond, appointed aide-de-camp on Governor's personal staff.

BILL OLIVER, announcer WGN Chicago, father of daughter Rebecca Lee. **DICK COUGHLAN**, announcer, also father of daughter Laurie.

PAT GRIFFITH, former director NAB Assn. of Women Broadcasters who joined WAC fortnight ago with rank of captain [BROADCASTING • TELECASTING, Jan. 22] assigned to Public Information Office at Fort Myer, Va.

ANDREW FAY, prop department WLWT(TV) Cincinnati, named producer.

News . . .

BOB BOAZ, news reporter and writer WHAS-AM-TV Louisville, to replace **DICK OBERLIN**, news director on *Oberlin's Observations*. Mr. Oberlin will devote more time to gathering the news.

BILL COSTELLO, Far Eastern chief correspondent for CBS, starts coast-to-coast lecture tour Feb. 2, describing Far Eastern situation.

FRED MOEGLE, announcer-newscaster KWK St. Louis, father of boy Keith Frederick.

JIM RANDALL, director of news KFSB Joplin, Mo., to KVOO Tulsa, as editor of evening desk.

FRED WHITING, CFCF Montreal, to CKXL Calgary, Alta., as evening newscaster.

JACK RYAN, press chief NBC Chicago, elected second vice president of Chicago Headline Club, professional chapter of Sigma Delta Chi, professional journalism fraternity. New directors are **ELLIOTT W. HENRY**, press manager ABC Chicago; **GEORGE P. HERRO**, MBS publicity director, and **AUSTIN H. KIPLINGER**, TV newscaster.

DONALD R. COE, ABC news editor, appointed director of special events, succeeding **MICHAEL ROSHKIND**, resigned to conduct his own business. Mr. Coe joined ABC as full time war correspondent in 1944, returned to New York as news editor in November 1945. He served with United Press before joining ABC.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

JANUARY 29, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

"We would like to go on record with the statement that lovely Frances Langford has outstanding talent as a comedienne. Catch her on Du Mont's STAR TIME during the 'Bickerson Family' skits and see what we mean. She and her video partner, Lew Parker do full justice to Phillip Rapp's brilliantly penned skits."

Radio Daily — Television Daily
January 1951

"THE BICKERSONS" The outstanding husband and wife comedy team of all time, is presented as a regular feature of Du Mont's talent-packed 60-minute revue:— "STAR TIME" — seen every Tuesday at 10 P.M., E.S.T.

TELEVISION DUMONT NETWORK 62 AFFILIATED STATIONS

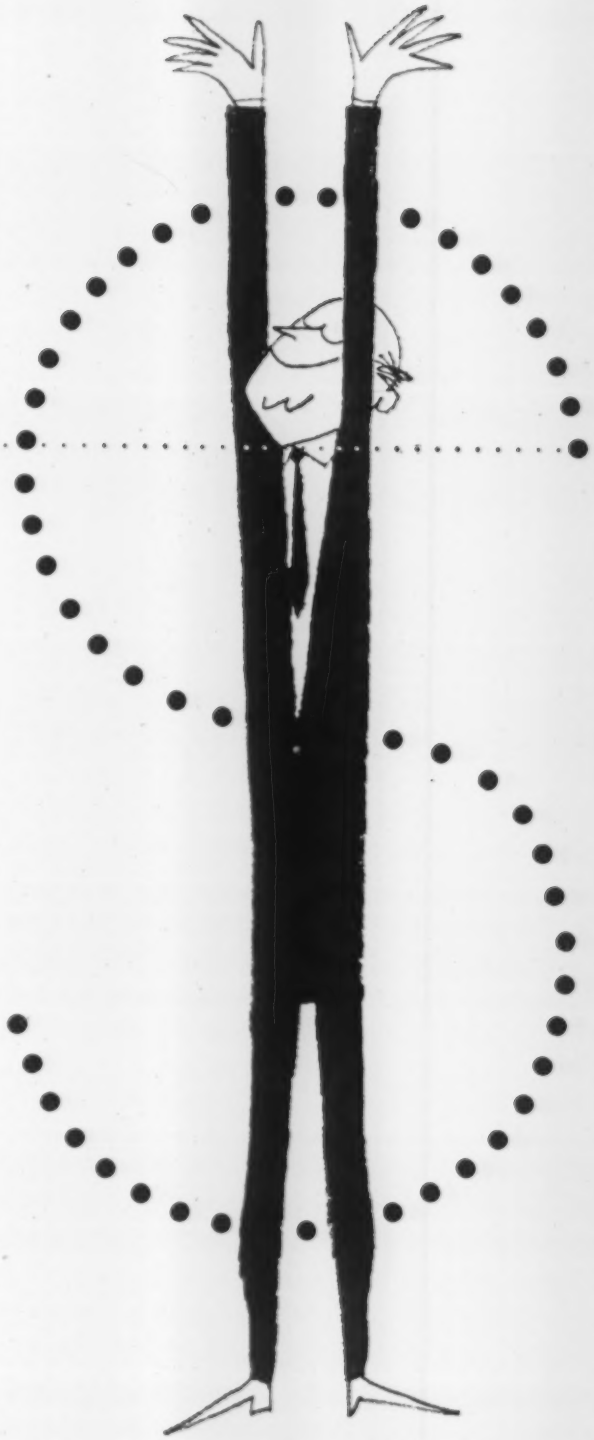
© 1951

A Division of the Allen B. Du Mont Laboratories Inc., 515 Madison Ave., N. Y. 22, N. Y. Phone MUrray Hill 8-2600

A straight shooting partner

you can count on

Range Rider can't miss. This he-man hero is a dead-center choice as America's newest television cowboy star. As distinctly different a Western personality as ever saved a maiden, a mortgage or the U.S. Mail, Range Rider towers a lean six feet four inches, wears fringed buckskin and moccasins (juvenile fashion editors, please note) and lives by his brain and his fists as well as his six-guns.



And Range Rider's new series of 26 half-hour films—made especially for TV—has everything to rope and tie a huge audience... Hollywood featured players Jack Mahoney as Range Rider and Dick Jones as his sidekick, Dick West, the All-American Boy... hard-riding, hair-trigger action scripted by top movie writers... and the *same* production company (Gene Autry's Flying-A Pictures), the *same* camera techniques and *same* Sierra Madre locale that won critics' cheers for Gene's current TV series as one of the best of the year.

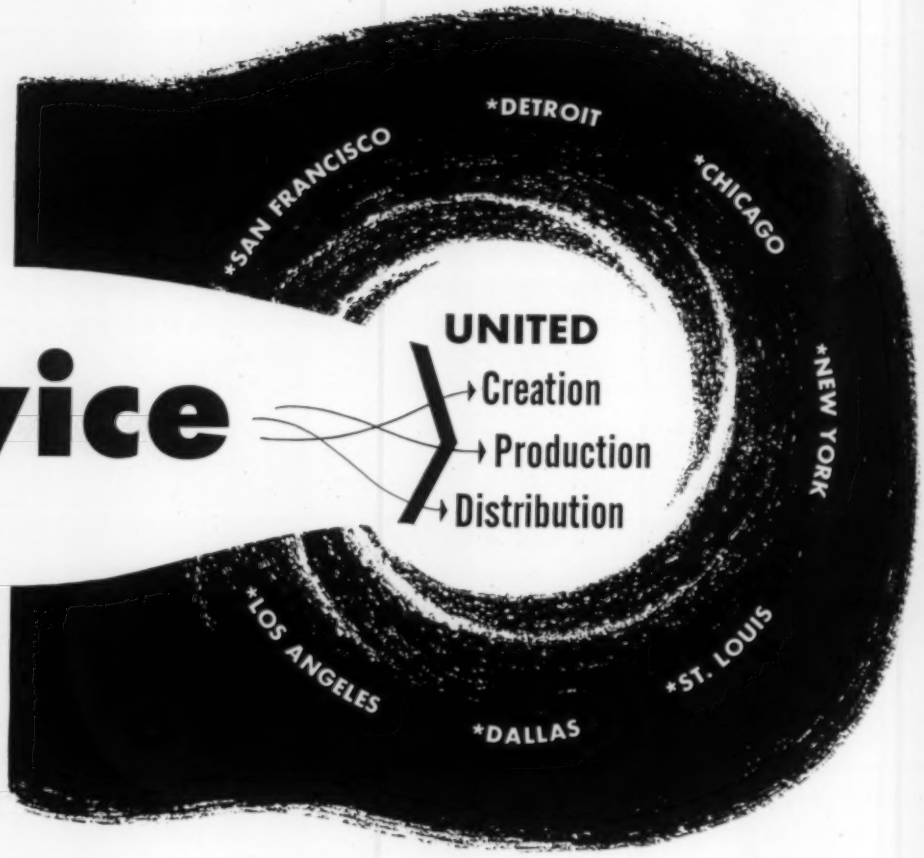
Straight from the shoulder... here is one of the biggest bonanzas since Sutter's Mill for a fast-acting advertiser. Just completed, the Range Rider series is not yet identified with any sponsor or product. You can get into the act with exclusive first-run rights in your area (subject of course to prior sale). Your nearest Radio Sales representative will be pleased to arrange a command showing—even more pleased to discuss details and availabilities.

RADIO SALES

Radio and Television Stations Representative... CBS

RADIO SALES TV PRODUCTIONS: Range Rider, World's Immortal Operas, Vienna Philharmonic Orchestra, Hollywood on the Line, Gene Autry Show, Strange Adventure.

At last a complete television program...



service

FIRESIDE THEATER
for Procter and Gamble

ROYAL PLAYHOUSE
Fireside's new name
for regional sponsors

NIGHT EDITOR
The famous Hal Burdick radio series
brought to television

**PROFESSOR LIGHTSKULL,
THE MIGHTY CHIMP**
Mysteries solved by Professor
Lightskull, the great chimpanzee
detective, his assistant
Doc Twiddle, and his all chimp cast

*Several additional film packages
under preparation*

Congratulations, United Television Programs, Inc.

In particular, congratulations for your speed in setting a record volume of sales for our Royal Playhouse, America's great television dramatic program.

Yours is truly more than a name. In Petry, Standard Radio Transcriptions, and Century Artists you have united the skill and the background of three top flight successful organizations in the radio, recording and talent fields.

This combination of creative, production, and selling know-how with service offices in strategic markets is bound to prove of inestimable help to agencies and their clients alike.

Crosby Enterprises is happy to place the distribution of its television film productions in your experienced hands.

Bing Crosby Enterprises, Inc.

TELEVISION DIVISION

9028 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA • 8822 WEST WASHINGTON BOULEVARD, CULVER CITY, CALIFORNIA

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

JANUARY 29, 1951

BROADCASTING, Telecasting $7 annually, 25c weekly

EDUCATORS' SURVEY

Highlights JCET Hearing Testimony

THE HEAVY ARTILLERY of both the educators and the commercial broadcasters was brought up last week as the battle over proposed reservation of TV channels for educational television stations entered its final stages before the FCC.

Highlights of the week's hearings, a continuation of sessions started last December and slated for completion this week:

● The educators presented a week's survey of New York TV programming, reported to be the first of an annual series, which attributed 10% of all program time to commercial advertising matter and showed only one program originated by an educational institution.

● Representatives of commercial broadcasting, making their first appearance in the hearing, questioned the survey and challenged the educators' interpretation of it, simultaneously launching their first offensive against educators' efforts to have 25% of TV channels set aside for future use by educational groups.

Officials Appear

Initial representatives of commercial broadcasting were Dr. Kenneth H. Baker, NAB research director, and Dr. Charles F. Church Jr., director of education and research of KMBC Kansas City, who also appeared for NAB. They were to be followed by NAB President Justin Miller, rounding out the NAB presentation; Frank Stanton, president of CBS, and J. R. Poppele, WOR New York, president of Television Broadcasters Assn. (late story, AT DEADLINE).

* * *

The controversial New York TV program survey, covering all seven stations for the week of Jan. 4-10, was conducted under the direction of Dallas W. Smythe of the U. of Illinois, one-time FCC assistant chief accountant, and Dr. Donald Horton, of the U. of Chicago and former CBS television research director. It was presented on behalf of the Joint Committee for Educational Television, a composite educational organization formed for the current hearing and represented by Brig. Gen. Telford Taylor, former FCC general counsel.

* * *

Comr. Frieda B. Hennock, outspoken advocate of reservation of TV channels for future use by educational groups, along with Gen. Taylor and FCC Assistant General Counsel Harry M. Plotkin, questioned NAB's Dr. Baker persistently on his anti-reservation stand, in which he accused the survey makers of exhibiting evidence of "bias."

Church Questioned

Dr. Church also was questioned at length on his testimony relating to KMBC's educational programming.

Running account of the week's sessions follows, with Richard Salant participating as counsel for CBS; Vincent Wasilewski for NAB, and Thad H. Brown for TBA:

Francis J. Brown, American Council on Education, on Monday presented JCET's "Estimate of Educational Needs in Television," a survey covering northeastern U.S. The survey as initially presented covered proposals for 49 stations in 43 areas. It was amended later in the week to include additional cities.

TBA and NAB counsel questioned the witness closely on what they considered was a limited presentation. They particularly criti-

(Continued on page 88)

* * *

New York TV Programming, Jan. 4-10, 1951
Average Length of Advertisements and Advertisement Time as a Percentage of Total Broadcast Time by Time Segment for the Seven Stations Separately

Time Segment and Station	WEEKDAYS (Jan. 4, 5, 8, 9 and 10) Average Length Adv. (Secs.)	% of Bcst. Time %	SATURDAY (Jan. 6) Average Length Adv. (Secs.)	% of Bcst. Time %	SUNDAY (Jan. 7) Average Length Adv. (Secs.)	% of Bcst. Time %	TOTAL (Jan. 4-10) Average Length Adv. (Secs.)	% of Bcst. Time %
SIGN-ON TO 5:00 P.M.								
WCBS-TV	71	5.7	47	0.7	100	5.9	74	5.4
WNBT	146	32.7	85	3 8	59	7.3	133	24.4
WABD	108	19.1	...	...	96	4.1	108	17.6
WJZ-TV	86	14.2	104	9.6	48	8.1	84	13 7
WOR-TV	68	5.1	117	18.5	...	...	74	6 0
WPIX	142	10.0	48	1 9	61	10.2	107	8.8
WATV	84	3 1	54	3.3	135	8.2	88	3.3
5:00 P.M. to 7:00 P.M.								
WCBS-TV	64	4.1	60	1.7	95	10.6	72	4.9
WNBT	55	16.7	55	6 1	65	9.9	56	14.7
WABD	46	2.9	85	2.2	55	1.8	49	2 7
WJZ-TV	82	3.3	...	...	52	10.1	64	4.7
WOR-TV	56	3.2	108	16.4	272	18.9	102	7.3
WPIX	51	8.3	66	15.4	43	5.4	53	8.9
WATV	144	14.4	98	8.1	102	7.1	133	12.4
7:00 P.M. TO 11:00 P.M.								
WCBS-TV	42	12.3	49	10 8	76	15 3	46	12.5
WNBT	48	14.3	43	13.0	58	14 6	49	14.2
WABD	50	7.9	42	4.4	75	4.2	50	6 9
WJZ-TV	52	10.0	101	11.2	37	3.9	56	9.3
WOR-TV	48	6.6	90	12 4	59	5.8	55	7 3
WPIX	51	6.7	38	1.6	40	8.0	48	6.2
WATV	81	7.4	65	1.8	128	7.1	85	6.5
11:00 P.M. TO SIGN-OFF								
WCBS-TV	56	14.4	60	3.3	58	22.9	56	13.7
WNBT	60	11 4	48	16.1	38	8.4	58	11 9
WABD	50	5.8	60	2.7	...	...	52	4.3
WJZ-TV	76	9.9	75	7.1	...	...	76	9.4
WOR-TV	126	8.9	150	19.1	287	24.0	158	13.4
WPIX	50	9.0	128	29.8	166	16.7	75	13.3
WATV	130	6.8	...	...	30	0.7	121	4.8

ONE of the tables presented to FCC last week by the Joint Committee for Educational Television, as part of a one-week New York TV survey, is shown above. It undertakes to measure the length of commercials and to show them as a percentage of total broadcast time, by station and by time segment. The survey and its interpretation by educators was challenged insistently by commercial broadcasting representatives.

* * *

PRINCIPAL witnesses in last week's sessions of FCC's hearing on reservation of TV channels for educational broadcasters included (left photo) Drs. Dallas W. Smythe (seated), formerly of FCC, now of U. of Illinois, and Donald Horton, U. of Chicago, looking over the exhibit based on their survey of New York TV programming; and (right photo), awaiting their turns as NAB witnesses on behalf of commercial telecasters, Dr. Kenneth H. Baker (r), NAB research director, and Dr. Charles F. Church Jr., KMBC Kansas City. NAB President Justin Miller, CBS President Frank Stanton, and Television Broadcasters Assn. President J. R. Poppele also were slated to appear.

NETWORK DAYTIME GROSS

$15 Million a Year—Pl

DAYTIME sponsored programs on the TV networks are beginning the new year at the rate of some $15 million a year in gross time sales —a 10-fold increase over the volume during January 1950.

In the opening month of last year sponsored time on the video networks before 6 p.m. totalled only four hours a week, purchased by five advertisers, while five more clients used 14 participations each week in two CBS-TV afternoon programs. In January 1951, 41 advertisers are sponsoring 27¾ hours of TV network daytime programs, with eight advertisers using 13 participations. The following table shows the increase in commercial daytime telecasts, by networks, over the last year:

	Jan. '50 No. Advtrs.	Hrs.	May '50 No. Advtrs.	Hrs.
ABC	None		3	1
CBS	(5	14P)	(10	16P)
DuMont	1	2½	1	1¼
NBC	4	1½	4	1¼
Totals	5	4	8	4¾
	(5	14P)	(10	16P)

P—Participation.

	Nov. '50 No. Advtrs.	Hrs.	Jan. '51 No. Advtrs.	Hrs.
ABC	6	2	10	4
CBS	(14	19P)	(8	13P)
	7	4½	10	6½
DuMont	3	5	2	5
NBC	15	6¾	19	11¾
Totals	31	18¼	41	27¾
	(14	19P)	(8	13P)

The sponsors of these daytime network TV shows read like a roster of the nation's top advertisers, including American Home Products, B. T. Babbitt, Bristol-Myers, Canada Dry, Colgate-Palmolive-Peet, General Electric, General Foods, General Mills, Jergens, Kellogg, Mars, Quaker Oats, Revere, Reynolds Tobacco, Standard Brands, and Wander Co. Detailed figures for January 1951 are not yet available but the adjoining tables list the gross network TV time expenditures of sponsors on ABC, CBS and NBC for March and November of 1950. DuMont figures are not available.

Gross Sales Increases

Totalling these tables shows gross TV network daytime time sales increased from $140,160 in March to $937,380 in November, a gain of well over 500% in the eight-month period. The November total, incidentally, does not include $30,512 gross time charges for four one-time telecasts over the networks that month—three Thanksgiving Day programs and one from the International Live Stock Show.

Broken down by weekday and weekend telecasts, the gross time expenditures on the three TV networks before 6 p.m. divide as follows:

	March	November
Weekday	$116,955	$539,287
Saturday	.....	131,142
Sunday	23,205	266,951

The 50% increase in the number of sponsored daytime hours on the TV networks from November (18¼) to January (27¾) indicates a January gross billings figure in the neighborhood of $1.4 million for the month or at the annual rate of more than $15 million.

Since November all the networks have lost their sponsored football telecasts but these losses have been more than compensated for by new daytime business including:

ABC's Additions

ABC: Three Saturday half-hours sponsored by B. T. Babbitt Co., Seeman Brothers, and Maidenform Brassiere Co.; one Sunday quarter-hour sponsored by Ranger Joe Inc. and a Sunday half hour sponsored by Voice of Prophecy. ABC has no weekday daytime network programming.

CBS: A Monday-through-Friday daytime serial, *The First Hundred Years*, sponsored by Procter & Gamble Co., three afternoon quarter hours of the *Garry Moore Show* sponsored by R. J. Reynolds Tobacco Co., a quarter-hour sponsored by Hudson Pulp & Paper Co., General Mills adding another half hour and National Dairy Products Corp. starting *Big Top*, a kids show, Saturday, 12-1 p.m.

DuMont: Premier Foods now sponsors Johnny Olsen's *Rumpus Room* five half hours a week while Sterling Drug continues as sponsor of Dennis James' *Okay Mother* also five half hours a week. DuMont has also made *Headline Clues* and *Man on the Street* available for participating sponsorship.

NBC: Corn Products Refining Co., Hazel Bishop Inc., Minute Maid Corp., Hunt Foods, Andrew Jergens Co., Procter & Gamble Co. and Simmons Co. have joined the sponsors of the *Kate Smith Show*; Welch Grape Juice Co. is a *Howdy Doody* sponsor and Quaker Oats Co. has added three weekday quarter hours of Gabby Hayes to his Sunday half hour.

Kate Smith, with 10 advertisers each sponsoring one or more quarter hours of her NBC 4-5 p.m. Monday-through-Friday program, is the favorite network daytime program with viewers as well as with sponsors. American Research Bureau in December gave this show a rating of 22.3 in TV homes, indicating that more than one-fifth of the country's more than 10 million video receivers were tuned to this program.

A. C. Nielsen Co. surveys show a spectacular increase in the number of television sets in use during the daytime hours Monday-through-Friday, as follows:

Daytime Hours, M-F	% TV Homes Using Sets March 1950	Oct. 1950
12—1 p.m.	3.4	9.1
1—2	5.1	14.2
2—3	7.7	20.5
3—4	11.1	22.0
4—5	20.5	34.2

Figures such as these have effectively answered the serious doubts of a few seasons back that busy housewives could or would take time from their daily chores to watch television. Regardless of whether they should, there is no doubt that they do.

In a recent analysis of daytime TV costs NBC pointed out that network time charges for daytime periods are one-half of the evening rate and that daytime program

(Continued on page 76)

DAYTIME ADVERTISERS ON NETWORK TELEVISION DURING MARCH 1950

Advertiser	Product	Program	Day & Time	Network & No. of Stations	Approx. Time Cost
Canada Dry Ginger Ale	Beverages	Super Circus	Sun. 5-5:30 p.m.	ABC-28	$22,350
Colgate-Palmolive-Peet Co.	Dentifrice	Howdy Doody	Tue., Thu., 5:45-6 p.m.	NBC-24	21,720
Gorton-Pew Fisheries Co.	Sea Food	Homemakers Exchange P	Thu. 4-4:30 p.m.	CBS-17	5,250
International Shoe Co.	Shoes	Howdy Doody	Wed., 5:45-6 p.m.	NBC-25	12,150
Maiden Form Brassiere Co.	Brassieres	Vanity Fair P	Mon., Wed., Fri., 4:30-5 p.m.	CBS-14	2,880
Mars Inc.	Candy	Howdy Doody	Mon. 5:45-6 p.m.	NBC-26	9,360
Nash-Kelvinator Corp.	Refrigerators	Homemakers Exchange P	Mon.-Fri., 4-4:30 p.m.	CBS-23	34,500
Olney & Carpenter	Frozen Foods	Homemakers Exchange P	Fri. 4-4:30 p.m.	CBS-17	1,190
Owens-Corning Fiberglas Corp.	Curtains	Vanity Fair P	Mon.-Fri. 4:30-5 p.m.	CBS-3	1,710
Renuzit Home Products Inc.	Cleaner	Homemakers Exchange P	Tue. 4-4:30 p.m.	CBS-17	3,150
S O S Co.	Scouring Pads	Homemakers Exchange P	Thu. 4-4:30 p.m.	CBS-17	3,150
Seeman Brothers	Air Wick	Vanity Fair P	Mon., Wed., Fri. 4:30-5 p.m.	CBS-3	5,040
Wander Co.	Ovaltine	Howdy Doody	Tue. 5:30-5:45 p.m. Fri. 5:45-6 p.m.	NBC-24	23,340

Source: Publishers Information Bureau.
P—Participation.

'EMMY' AWARDS

KTLA Awarded 5 Of Total 15

SETTING a new record for television stations, KTLA (TV) Los Angeles marched off with five out of 15 "Emmy" awards presented for outstanding achievement in television last Tuesday by the Academy of Television Arts & Sciences, Los Angeles, at its third annual awards dinner at the Ambassador Hotel. About 800 industry people attended the event which was telecast locally on KLAC-TV.

Honored guests included Gov. Earl Warren who spoke briefly preceding the presentation of station achievement awards. Mr. Warren told his audience that television would have greater impact on human lives than the atomic bomb.

Awards received by KTLA included the all-round station achievement award for public service, for its *City at Night* telecast; special events, for *Departure of 1st Marine Div. for Korea* showing, also shared by KFMB (TV) San Diego news program, and for *KTLA Newsreel;* children's show, for *Time for Beany.*

Klaus Landsberg, manager of KTLA and vice president, Paramount Television Enterprises, accepted the first four awards, first of which was presented by the governor. The fifth was accepted by a member of the *Beany* cast for Bob Clampett, producer of the show.

Best actor award went to Alan Young of the CBS *Alan Young Show;* best actress to Gertrude Berg of CBS' *The Goldbergs.* Groucho Marx of NBC's *You Bet Your Life* took the outstanding personality trophy.

Award for the top audience participation show went to Ralph Edwards for CBS-TV *Truth or Consequences;* CBS *Alan Young Show* took top honors in the variety show category.

Awards made in other categories included: Cultural—KTSL for campus chorus and orchestra; sports—KNBH, Los Angeles Rams football telecasts; educational—KFI-TV for *KFI-TV University;* dramatic show—ABC *Pulitzer Prize Playhouse;* technical or scientific—KNBH for development and use of orthogram amplifier.

Warren Presents

Presentations were made by Gov. Warren, Los Angeles Mayor Fletcher Bowron, Harry R. Lubcke, director of television research, KTSL; Richard Moore, director of television for the ABC Western Division and manager, KECA-TV; Joseph Brenner, FCC regional attorney; D. B. Lewis, president, Lewis Food Co. (Dr. Ross dog & cat food); Hal Hudson, manager, network television department, CBS Hollywood; Norman Blackburn, in charge of television, NBC Western Division; Don Lauritzen, president, Rockett-Lauritzen; Robert Bell, executive vice president, Packard-Bell; Joseph Coffin, president, Coffin, Cooper & Clay; Syd Cassyd, retiring president of the academy; Mike Stokey, incoming president; R. J. McNeeley, sales manager, Hoffman Radio Corp.; Margaret Divisia, Los Angeles board of education.

To see it...
again For the record...
for review... for future release...
put television programs on 16mm. film with
the Eastman Television Recording Camera.
Basic design includes 1200-foot double chamber magazine, separate synchronous motor drives for sprocket-and-shutter and film transport mechanisms, unique lens and shutter features. Camera records directly from monitor receiving tube. Available in two versions —for image recording only, or image and sound recording. For complete information write to: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.
Record every program on film
EASTMAN TELEVISION RECORDING CAMERA
East Coast Division
342 Madison Avenue
New York 17, New York
Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FOOTBALL BILL

Would Limit Video Sales

BILL to prevent the sale of TV rights of sporting events at any tax-supported college or university unless the public also has the right to see the events "without restriction" was presented to the Illinois State Legislature Tuesday by Rep. Richard Stengel (D).

Mr. Stengel, in explaining his motion to BROADCASTING • TELECASTING, said his interest in the matter began last fall when the Big Ten banned live telecasting of football games and the U. of Illinois granted TV rights to Balaban & Katz, Chicago movie chain, for theatre television. Six Illinois home games, not telecast to homes, were aired to audiences in two Chicago movie houses, the State-Lake and the Tivoli.

The legislator did not attempt to pass an ultimatum, but suggested that state tax-supported schools permit the public to see the sports events in their homes rather than grant exclusive rights to commercial interests. He said he thought the bill was "popular" with other legislators. After it is referred to committee, and it may go to the Judiciary group this week, the bill will be voted on. Mr. Stengel hopes to get it to a vote by June.

"A great believer in freedom of the air waves," the Representative said he also feels the "Legislature has some right to decide policy inasmuch as state schools are tax-supported. . . ."

TV REGULATION

Theatre Right Only Ruled

NEW YORK State can reguate TV programs shown in commercial theatres, but not otherwise, in the opinion of State Attroney General Nathaniel L. Goldstein, who last week told the State Education Dept. that the federal government has supreme and exclusive jurisdiction over origination and transmission of the programs.

The opinion was asked after motion picture theatres in New York, Binghamton and Brooklyn included telecasts as part of their regular programs, using the standard movie screen.

In Mr. Goldstein's opinion there is no constitutional barrier to state regulation by statute of commercial TV presentations in theatres.

'Life,' P&G Buys

TIME Inc., for *Life* magazine, has bought the Thursday telecasts of *Kukla, Fran & Ollie* of NBC-TV (Monday-Friday, 7-7:30 p.m.), beginning in March, through Young & Rubicam, New York. Procter & Gamble has bought the Tuesday telecasts of the same show, also beginning some time in March, through Compton Agency, New York.

USING INGENUITY above and beyond the call of the studio workday WGN-TV Chicago staffs moved two mobile TV units in position to record a spectacular fire which brought death to four firemen [BROADCASTING • TELECASTING, Jan. 22]. The above picture by an amateur photographer caught WGN-TV personnel and equipment in action. On hands and knees at left is Bob Siegrist, WGN announcer. Manning the camera is WGN-TV Cameraman Bill Butler, while WGN-TV Announcer George Bauer is at the mike in center. At right is Robert Currier, one of several station engineers called to the scene. When darkness fell, the undaunted men "commandeered" a nearby high-powered searchlight.

DuMONT SUED

Patent Infringement Charged by CBS

ALLEGING Allen B. DuMont Labs Inc. "deliberately and wilfully" infringed three industrial color television patents, CBS filed suit in U. S. District Court in New York last week, asking for damages and an injunction against making or selling equipment embodying any such "design or construction data, information or knowledge" by the DuMont concern.

Of the patents in question, the earliest, issued Dec. 8, 1942, is described as "swept-back segment color-filter disk," enabling ". . . use of a smaller diameter rotatable filter disk or one containing more segments and hence rotatable at lower speeds . . ." Another patent, issued Sept. 3, 1946, is listed as covering "mixing and color control for correct or desired color rendition and . . . arrangement . . . ," which arrangement utilizes "an initially produced sequential composite multi-color video signal of which successive portions represent different component colors (red, green, blue) of an object field, in combination with an amplifier for the video signal."

A third patent, issued Aug. 30, 1949, covers "the non-multiple relationship between number of colors and interlaced field scansions without objectionable color flicker," of which an instance is the relation between red, green and blue in a "double interlace system, the field scansions recurring at the rate of at least 120 fields per second."

The CBS complaint alleged that during 1945-49 the "design of circuits and other components of the receiver . . . (of CBS) . . . color television system was in large part carried out by one G. R. Tingley." Mr. Tingley, CBS said, subsequently was employed by DuMont Labs, which, "on information and belief" of CBS, and "with knowledge of the relation or obligation of trust and confidence" between CBS and Mr. Tingley, ". . . persuaded or otherwise caused . . . (Mr. Tingley) . . . to disclose . . . confidential design and construction data, information and knowledge belonging . . ." to CBS. After which, the CBS complaint continued, DuMont Labs used the information to construct an industrial color TV system.

A statement by DuMont Labs was made on Monday, shortly after the suit was filed:

DuMont has been notified unofficially that it is being sued for patent infringement by CBS. As far as DuMont is concerned, its research and development is conducted along well-known and commonly-acceptable engineering principles. As far as the question of Mr. Tingley is concerned, it's nonsense. How could it be confidential if it's patented? DuMont has in the past, and will continue in the future to, investigate many different systems of color.

Pending trial, and consideration of its plea for damages and a permanent injunction against alleged use of its patents, CBS requested a temporary injunction. Early court action is expected.

NBC-TV Names Three

ROBERT E. BUTTON, former salesman in the NBC National Spot Sales Dept., Lance Ballou, supervisor of planning for the planning and research division of NBC-TV, and George L. Ogle, formerly with American Assn. of Advertising Agencies, have been appointed to the NBC-TV eastern sales department.

PHONEVISION

Set for Next Test Ph

PLAN of Zenith Radio Corp. s scramble the audio signal alo with the visual signal in its curre Chicago Phonevision test [Bro CASTING • TELECASTING, Jan. 2 marks a transition to the ne phase of the experiments, acco ing to Comdr. E. F. McDonald J company president.

Comdr. McDonald last Mond pointed out that the simplest me od of coding the broadcasts h been used at the outset of the tes particularly because the moti picture people were interested the "come-on" value of allowi potential Phonevision customers "taste" of the programs offered f a fee.

"Apparently the theory is soun he declared, "because many of o test families call after a film h started to say it 'looks like a g movie, let's see a clear picture the rest of it.'" Comdr. McDona also cited "thousands of phone c and other comment" from C cagoans other than the 300 te families.

Careful analysis of all reactio from both test families and t general public is being made b National Opinion Research Cent and others, the Zenith preside said, and as the test progress such results will be released as w not in themselves influence the co tinuance of the research.

Zenith, meanwhile, has ask FCC for an extension of the Phon vision experimental authorizati so that tests may be conducted f a full 90 days. The request ste from the fact that the tests, a thorized for 90 days starting la Dec. 1, did not actually start un Jan. 1.

COLOR HEARING

Senate Committee Mul

THERE is a distinct possibil that the Senate Select Small Bus ness Committee may launch in hearings on color television as affects small manufacturers, it w revealed last week.

According to a spokesman f the committee, which a fortnig ago released its "legal" review the color TV question [Bro CASTING • TELECASTING, Jan. 2 original pressure from Senato that such a probe be conduct has been very "heavy." A num ber of complaints were receive it was said, with requests for a open hearing.

If hearings are held, the com mittee probably will discu whether it should go ahead wi the sessions at its executive me ing Feb. 2, the weeks of Feb. and 19 would be set aside.

It was explained that the N tional Production Authority's r ings on critical materials that p into TV sets may make the co question "academic."

MEMO: to all TV Buyers...

STANDARD RADIO
NOW Represents
UNITED TELEVISION PROGRAMS, inc.
at local station and local sponsor level

We are proud to announce our appointment as exclusive national representatives of United Television Programs, Inc. in the local field.

Chosen by United for local representation on the merits of seventeen years of leadership in the transcription library field, we are happy to be part of a distribution service that will stabilize, streamline and simplify the job of TV film buying.

For fine, fair-priced TV film that attracts lasting, first class sponsorship, we invite you to investigate United Television Programs. A letter to the nearest Standard Radio office, will bring you complete details. A Standard representative will soon call on you to present United's first offerings which include the reshowing of "Fireside Theater"* — the 2nd highest rated program on TV.

**Now released as "Royal Playhouse" and already sold in the following markets: Pittsburgh, Minneapolis, St. Paul, Houston, Seattle, Los Angeles, San Francisco, Louisville and Oklahoma City.*

SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago

140 N. LaBrea, Hollywood 665 Fifth Ave., New York

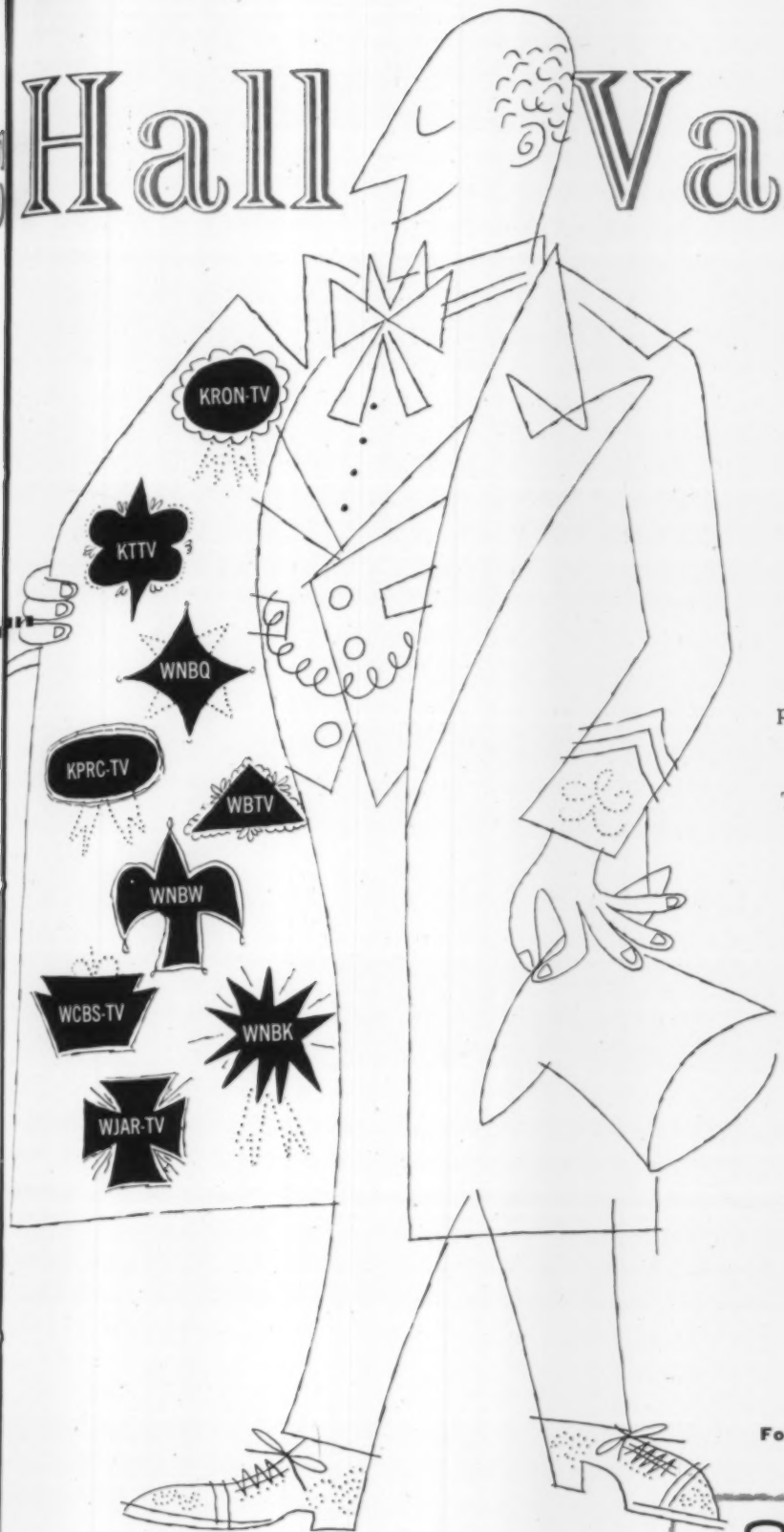
Music

Now add these WNAC-TV *Yankee Network Station in Boston* WFIL-TV *Philadelphia Inquirer Television Station* **to these....**

MUSIC HALL VARIETIES now reaches 60% of U. S. Television Audiences through :

KTTV	*Los Angeles*
KRON-TV	*San Francisco*
KPRC-TV	*Houston*
WBTV	*Charlotte*
WNBQ	*Chicago*
WNBW	*Washington, D.C.*
WNBK	*Cleveland*
WCBS-TV	*New York*
WJAR-TV	*Providence*
Plus	
CMQ	*Havana*
XEW	*Mexico City*

Hall Varieties



Music Hall Varieties is a library of over one thousand musical films . . . each running from 2½ to 3 minutes. These films feature a wide variety of production numbers staged and directed by outstanding producers of filmdom. Network technicians rate them superior for fidelity of sound and sharpness of image. These films are ideal material for participation programs or variety shows. They are now being successfuly used in many markets to increase revenue . . . and ratings.

MUSIC HALL VARIETIES feature such stars as:

LOUIS ARMSTRONG	VINCENT LOPEZ
CAB CALLOWAY	RAY McKINLEY
YVONNE DE CARLO	MILLS BROTHERS
THE DEEP RIVER BOYS	NORO MORALES ORCHESTRA
DELTA RHYTHM BOYS	GERTRUDE NIESEN
CLIFF EDWARDS	TONY PASTOR
TED FIO RITO ORCHESTRA	JOE REICHMAN
CONNIE HAINES	RITA RIO
SPIKE JONES	MAURICE ROCCO
LOUIS JORDAN	RUBINOFF & HIS VIOLIN
KITTY KALLEN	GALE STORM
KING COLE TRIO	CLAUDE THORNHILL
GENE KRUPA ORCHESTRA	MARY JANE WALSH
ALAN LADD	HENNY YOUNGMAN
JOHNNY LONG ORCHESTRA	VICTOR YOUNG

. . . and many more

For *exclusive* rights in your territory, write or wire:

OFFICIAL TELEVISION

25 WEST 45 th STREET, NEW YORK 19, NEW YORK

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 100,544 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Fringe Area Viewing Studied in Lexington

(Report 148)

WHAT is the impact of television on the inhabitants of towns in the fringe area, remote from transmitters?

To determine the answer to that question, the U. of Kentucky Research Fund sponsored a study among 102 families of the estimated 400 set-owning families in Lexington, Ky. The study was made under the direction of Elmer G. Sulzer, head, department of radio arts. Results were made available last week.

The closest television stations are located at Louisville, Ky., and Cincinnati, Ohio, about 70 and 80 miles away, respectively. Antenna equipment installations frequently were as expensive as the sets themselves.

Survey showed few differences in program-likes by income levels. Interest in variety and comedy programs dominated.

Majority of families regarded present television advertising helpful, powerful, clever and about right as to quality.

Fifty-one distinct products were recalled. One brand name which uses a dignified approach in advertising was recalled by more than half of the respondents. "Hard-hitting" techniques made comparatively poor showings.

The survey indicated majority satisfaction with the financing of television programming by advertising. Only 14.71% favored the alternative of a tax on receivers; only 39% supported some type of Phonevision.

* * *

TV Alters Habits of Book Readers

SOCIAL SCIENTISTS and book publishers meeting in New York last fortnight acknowledged that book reading is reduced when a family first acquires a telecast. What they would like to know is whether, after the novelty wears off, family members, if they were readers before, return to books?

This answer and others in connection with alterations in living patterns brought about through the new science of electronics, including television, they hope to determine in future, broader studies.

* * *

Comedy Preferred by Miami Televiewers

BOB HOPE attracted the highest percentage of televiewers in a recent of U. of Miami survey, with Milton Berle and Groucho Marx runners-up.

In cooperation with the university's radio-TV research department, 238 Miami set owners kept a diary of hours their sets were turned on and program preferences during the week of Dec. 10.

As in quiet, unhurried Lexington, comedians led the field in audience preference in this metropolis. TV's information worth, in addition to its entertainment value, was reflected when all news shows rated strongly. WTVJ (TV) Miami is the city, only TV station.

* * *

WAVE-TV Announces New Rate Card

WAVE-TV Louisville has announced a new national rate of $400 an hour and $80 a minute, effective March 1. Network rate on WAVE-TV reportedly has been $400 an hour since Jan. 1

* * *

Ez Charles KO's Berle In Hooperating

THE *Cavalcade of Sports* (Ezzard Charles vs. Lee Oma fight), *Texaco Star Theatre* (Ken Murray-Perry Como substitute talent) and *Godfrey's Talent Scouts* (Steve Allen substitute) topped the first 15 TV programs in popularity, according to the January "Hooperatings Pocketpiece" for the period Jan. 1-15 released last week.

Programs and ratings of first 15:

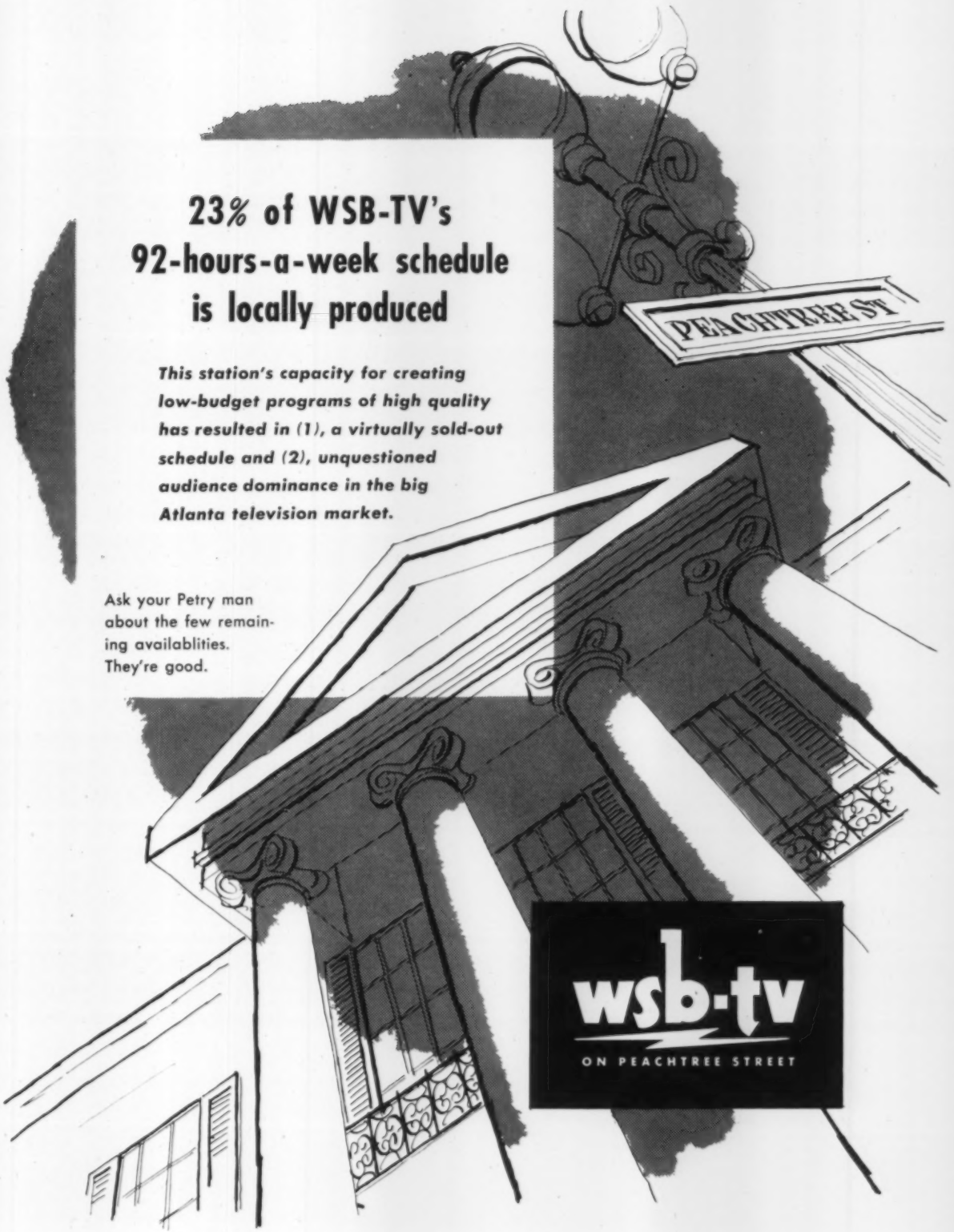
1.	Cavalcade of Sports (Ezzard Charles vs. Lee Oma)	51.9
2.	Texaco Star Theatre (Ken Murray-Perry Como substitute talent)	49.9
3.	Godfrey's Talent Scouts (Steve Allen substitute)	46.9
4.	Fireside Theatre	40.2
5.	Sid Caesar-Imogene Coca	38.2
6.	Cactus Jim	35.2
7.	Comedy Hour (Cantor)	35.1
8.	Philco TV Playhouse	34.2
9.	Mama	34.1
10.	Your Hit Parade	33.4
11.	Lights Out	32.6
12.	Hopalong Cassidy	31.8
13.	Godfrey and Friends	31.1
14.	Kraft TV Theatre	30.2
15.	Toast of the Town	30.2

Weekly Television Summary—January 29, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,000
Ames	WOI-TV	38,333
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	264,865
Binghamton	WNBF-TV	31,270
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	13,000
Boston	WBZ-TV, WNAC-TV	650,000
Buffalo	WBEN-TV	171,211
Charlotte	WBTV	56,631
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	776,700
Cincinnati	WCPO-TV, WKRC-TV, WLWT	234,000
Cleveland	WEWS, WNBK, WXEL	396,082
Columbus	WBNS-TV, WLWC, WTVN	132,000
Dallas Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	100,544
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Is., E. Moline	38,466
Dayton	WHIO-TV, WLWD	154,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	400,141
Erie	WICU	44,340
Ft. Worth- Dallas	WBAP-TV, KRLD-TV, WFAA-TV	100,544
Grand Rapids	WLAV-TV	101,126
Greensboro	WFMY-TV	41,968
Houston	KPRC-TV	60,158
Huntington- Charleston	WSAZ-TV	32,500
Indianapolis	WFBM-TV	112,000
Jacksonville	WMBR-TV	26,775
Johnstown	WJAC-TV	61,250
Kalamazoo- Grand Rapids	WKZO-TV	103,290
Kansas City	WDAF-TV	93,170
Lancaster	WGAL-TV	76,487
Lansing	WJIM-TV	40,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	72,770
Memphis	WMCT	70,144
Miami	WTVJ	51,500
Milwaukee	WTMJ-TV	202,106
Minn.-St. Paul	KSTP-TV, WTCN-TV	216,800
Nashville	WSM-TV	23,040
New Haven	WNHC-TV	129,500
New Orleans	WDSU-TV	47,179
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	2,000,000
Newark	WATV Inc. in N. Y. Estimate	
Norfolk	WTAR-TV	52,457
Oklahoma City	WKY-TV	68,000
Omaha	KMTV, WOW-TV	59,668
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	750,000
Phoenix	KPHO-TV	25,108
Pittsburgh	WDTV	212,000
Providence	WJAR-TV	105,352
Richmond	WTVR	57,147
Rochester	WHAM-TV	70,067
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Is., E. Moline	38,466 35,900
Salt Lake City	KDYL-TV, KSL-TV	38,740
San Antonio	KEYL, WOAI-TV	77,500
San Diego	KFMB-TV	143,404
San Francisco	KGO-TV, KPIX, KRON-TV	132,000
Schenectady Albany-Troy	WRGB	63,188
Seattle	KING-TV	239,000
St. Louis	KSD-TV	95,117
Syracuse	WHEN, WSYR-TV	73,000
Toledo	WSPD-TV	61,085
Tulsa	KOTV	32,000
Utica-Rome	WKTV	219,760
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	55,619
Wilmington	WDEL-TV	

Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 10,469,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are complied monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.


PEACHTREE ST
23% of WSB-TV's
92-hours-a-week schedule
is locally produced
This station's capacity for creating low-budget programs of high quality has resulted in (1), a virtually sold-out schedule and (2), unquestioned audience dominance in the big Atlanta television market.
Ask your Petry man about the few remaining availablities. They're good.
wsb-tv
ON PEACHTREE STREET

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

Mr. Schwimmer welcomes Miss U. S. Television of 1950, Singer Edythe Adams, as she arrives in Chicago to help launch the new 1951 talent-beauty contest.

• • •

RENEWALS SET

For 'Miss U.S. Television'

FIVE VIDEO stations have renewed their 1950 franchise for *The Miss U. S. Television* contest, seven renewals are expected this week and some 20 more will be added shortly, Walter Schwimmer, president of the Chicago radio-TV package firm of the same name, said last week. Stations which have renewed the half-hour weekly package, a combination beauty and talent contest are WAFM-TV Birmingham, WAAM-TV Baltimore, KDYL-TV Salt Lake City, WCPO-TV Cincinnati and WGN-TV Chicago.

Mr. Schwimmer tested the show, believed to be the only nationally-syndicated live video package in the country, during a six-week period last year in 13 markets. The successful introduction, which cost $50,000 and "on which we lost money," confirmed plans for a six-month contest this year, Mr. Schwimmer said. Stations will buy a franchise from Walter Schwimmer Productions for 13 or 26-weeks.

Five contestants will appear weekly in each city, and the city finalist will compete with winners from other markets in which the show is telecast at grand finals in Chicago, Thanksgiving Day.

TV SET SHIPMENTS

RTMA Reports On Nov.

MANUFACTURERS of TV sets shipped 716,000 receivers to dealers in 36 states in November, according to an analysis by Radio-Television Mfrs. Assn., bringing the 11-month total to 6,377,000. Estimates represent both RTMA members and non-members. Figures are shown by counties. November and 11-month tabulations follow:

State and County	Sets Shipped November	11 Months
ALABAMA		
Jefferson	3,105	20,821
ARIZONA		
Maricopa	783	6,824
CALIFORNIA		
Alameda	7,464	43,408
Contra Costa	1,408	7,496
Los Angeles	40,283	417,826
Orange	1,496	18,903
Sacramento	668	2,747
San Bernardino	1,381	14,114
San Diego	4,850	37,640
San Francisco	10,787	48,418
San Joaquin	904	3,554
San Mateo	2,010	10,689
Santa Clara	2,814	14,719
Solano	622	3,770
CONNECTICUT		
Fairfield	4,136	34,824
Hartford	3,502	27,323
New Haven	3,865	43,378
New London	155	1,800
DELAWARE		
New Castle	2,369	21,308
DISTRICT OF COLUMBIA	9,158	92,419
FLORIDA		
Dade	3,531	20,059
Duval	1,815	9,620
Hillsborough	162	1,337
Pinellas	9	28
GEORGIA		
DeKalb	275	6,130
Fulton	5,067	50,479
ILLINOIS		
Cook	50,976	436,305
Fulton	121	519
Knox	323	1,307
Madison	1,241	8,758
McLean	49	381
Peoria	258	1,602
Rock Island	1,382	7,034
St. Clair	1,622	9,607
Tazewell	43	250
INDIANA		
Delaware	453	2,485
Lake	2,483	26,634
Madison	1,315	6,097
Marion	6,222	49,183
IOWA		
Clinton	369	1,442
Polk	1,376	8,745
Pottawattamie	452	3,094
Scott	1,746	7,574
KANSAS		
Wyandotte	1,356	9,559
KENTUCKY		
Campbell	325	5,626
Jefferson	4,680	34,017
Kenton	907	11,411
LOUISIANA		
Orleans	2,889	31,003
MARYLAND		
Baltimore City	6,668	80,063
Baltimore County	2,014	33,100
Montgomery	752	8,521
Prince Georges	133	2,093
MASSACHUSETTS		
Berkshire	1,170	6,485
Bristol	4,782	28,734
Essex	5,390	46,291
Hampden	1,119	5,516
Middlesex	7,262	70,420
Norfolk	2,391	23,627
Plymouth	1,029	9,841
Suffolk	15,698	143,218
Worcester	3,248	27,382
MICHIGAN		
Calhoun	590	3,949
Genesee	1,190	7,981
Ingham	774	7,863
Jackson	282	3,036
Kalamazoo	1,023	8,315
Kent	2,349	18,503
Macomb	968	7,665
Muskegon	440	3,363
Oakland	2,109	23,980
Saginaw	667	2,396
Washtenaw	698	6,130
Wayne	25,699	225,699
MINNESOTA		
Hennepin	7,132	47,288
Ramsey	3,242	28,094
MISSOURI		
Buchanan	492	2,243
Jackson	6,932	34,745
Madison	147	1,343
St. Louis	13,221	114,302
NEBRASKA		
Douglas	4,627	23,418
Lancaster	809	2,577
NEW JERSEY		
Atlantic	1,124	8,810
Bergen	2,846	32,245
Camden	1,506	19,700
Essex	11,177	100,882
Hudson	4,843	53,835
Mercer	2,378	18,699
Middlesex	1,831	20,290
Monmouth	1,026	16,511
Morris	679	8,913
Passaic	2,482	30,282
Union	3,112	31,939
NEW MEXICO		
Bernalillo	600	4,228
NEW YORK		
Albany	2,340	19,112
Bronx	4,002	43,339
Broome	1,825	8,834
Chautauqua	559	4,564
Erie	10,450	92,365
Kings	26,418	235,381
Monroe	7,643	57,962
Nassau	4,493	48,849
New York	37,681	275,168
Niagara	1,770	13,540
Onondaga	4,238	40,233
Oneida	1,932	19,351
Orange	807	7,001
Queens	10,408	104,137
Rensselaer	1,720	17,577
Richmond	723	10,668
Schenectady	1,286	10,879
Westchester	3,915	37,225
NORTH CAROLINA		
Alamance	230	1,511
Cabarrus	245	1,714
Durham	253	573
Forsyth	375	2,060
Gaston	262	2,379
Guilford	545	4,106
Mecklenburg	2,273	7,389
Roman	162	1,195
OHIO		
Butler	632	12,886
Clark	849	8,573
Cuyahoga	17,909	155,118
Franklin	4,896	59,239
Hamilton	6,141	93,573
Lucas	3,942	35,830
Montgomery	5,906	54,731
Scioto	295	1,529
Summit	3,557	33,061
OKLAHOMA		
Muskogee	150	603
Oklahoma	2,447	12,197
Tulsa	1,721	9,185
OREGON		
Marion		
Multnomah		2
PENNSYLVANIA		
Allegheny	12,420	117,591
Berks	2,585	20,529
Beaver	1,089	10,052
Blair	377	2,564
Cambria	1,433	11,609
Dauphin	2,524	8,597
Delaware	2,469	23,978
Erie	1,634	19,413
Fayette	805	7,357
Lackawanna	381	1,380
Lancaster	2,188	15,839
Lebanon	390	4,334
Lehigh	1,692	13,777
Montgomery	2,345	23,844
Northampton	1,314	9,811
Philadelphia	25,180	233,038
Washington	1,009	9,023
Westmoreland	1,709	14,636
York	1,561	9,381
RHODE ISLAND		
Providence	7,282	53,833
SOUTH CAROLINA		
York	159	1,011
TENNESSEE		
Davidson	1,792	12,697
Shelby	2,836	31,597
TEXAS		
Bexar	2,327	22,108
Dallas	4,980	42,084
Galveston	148	1,332
Harris	3,988	34,185
Tarrant	1,790	21,739
UTAH		
Salt Lake	2,963	17,917
Weber	24	428
VIRGINIA		
Arlington	909	9,654
Henrico	2,065	18,233
Norfolk	2,378	23,889
Pittsylvania	175	291
Warwick	457	3,996
WASHINGTON		
Clarke	6	334
King	4,122	17,941
Pierce	1,192	4,939
WEST VIRGINIA		
Cabell	1,274	8,084
Kanawha	344	2,961
WISCONSIN		
Milwaukee	8,368	75,544
Sub-Total	639,537	5,531,935
AREAS UNLISTED	76,463	845,065
GRAND TOTAL	716,000	6,377,000

'MARCH OF TIME' New TV Series

A NEW weekly series of half hour films, *March of Time Through the Years*, sponsored by the Assn. of American Banks, is to begin over the ABC-TV network Feb. 15, it was announced last week.

The program is to combine "March of Time" issues with panel discussion by visiting guest authorities.

Meanwhile, the March of Time announced that it would soon move into new quarters at 369 Lexington Ave., New York, and also that three additions had been made to its television department.

Richard Krolik, former assistant to Horace Schwerin, president of Schwerin Research Corp., has been appointed project supervisor of the new series. During two years with Schwerin, Mr. Krolik supervised audience research studies on NBC TV programs. Earlier he worked in television in Hollywood.

Lillian Rixey, with Time Inc. since 1930, also will work on the new series. Jane Bartels, formerly of the *Life* picture bureau, has been assigned to research the forthcoming *Crusade in the Pacific*, 26-installment sequel to the *Crusade in Europe* TV series.

Theatre Cites Losses

McVICKERS Theatre in Chicago won an extension on its building lease last week after an attorney representing the owners said the McVickers' attendance had dropped 31% in the last three years because of television. Morris Leonard, attorney for Balaban & Katz, blamed TV mainly, but allowed for other influences also. Balaban & Katz with Jones, Linick & Schaefer owns the theatre.

Hearing Postponed

POSTPONEMENT to Feb. 20 of Television Authority-Screen Actors Guild hearing in New York by the National Labor Relations Board was announced last week. It is the second postponement of the hearing originally scheduled early in January.

Your Top TV Sales Opportunity

WDEL·TV

CHANNEL 7

Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by

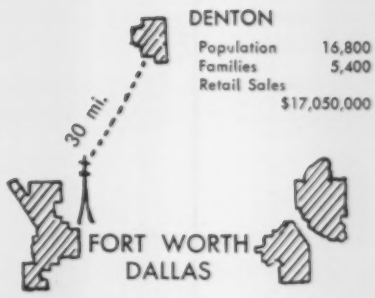
ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION

NBC TV AFFILIATE

WBAP-TV's COVERAGE COUNTS



To the east, to the north, to the south and to the west of WBAP-TV's transmitter and antenna (highest in the Fort Worth-Dallas area, 1138 feet above sea level), more viewers, like this Denton family of Mr. and Mrs. George Spuller, pictured to the right, tune more to Channel 5.

Recently, the Spullers and other viewers in Denton and 74 additional cities surrounding the Fort Worth-Dallas area wrote in 1903 replies from one one-minute spot announcement scheduled at 11 p. m. on WBAP-TV. Represented were 27 counties and two states.

Mr. and Mrs. George Spuller and daughter Karen, 713 Hillcrest, Denton, Texas, are one of the thousands of television families in the fabulously rich Fort Worth-Dallas area. Their comment: "We tune more to Channel 5 more of the time."

Almost 400,000 viewers now make up the television population of this great area* which passed the 100,000 television set mark Jan. 1, 1951.

Coverage counts and you reach All, All, ALL of the fabulously rich Fort Worth-Dallas area when you buy WBAP-TV.

Contact the station or any Free & Peters man.

*Incidentally the South's No. 1 Market, leading Houston and New Orleans in that order.
Within the 100 uv/m circle of WBAP-TV's signal:

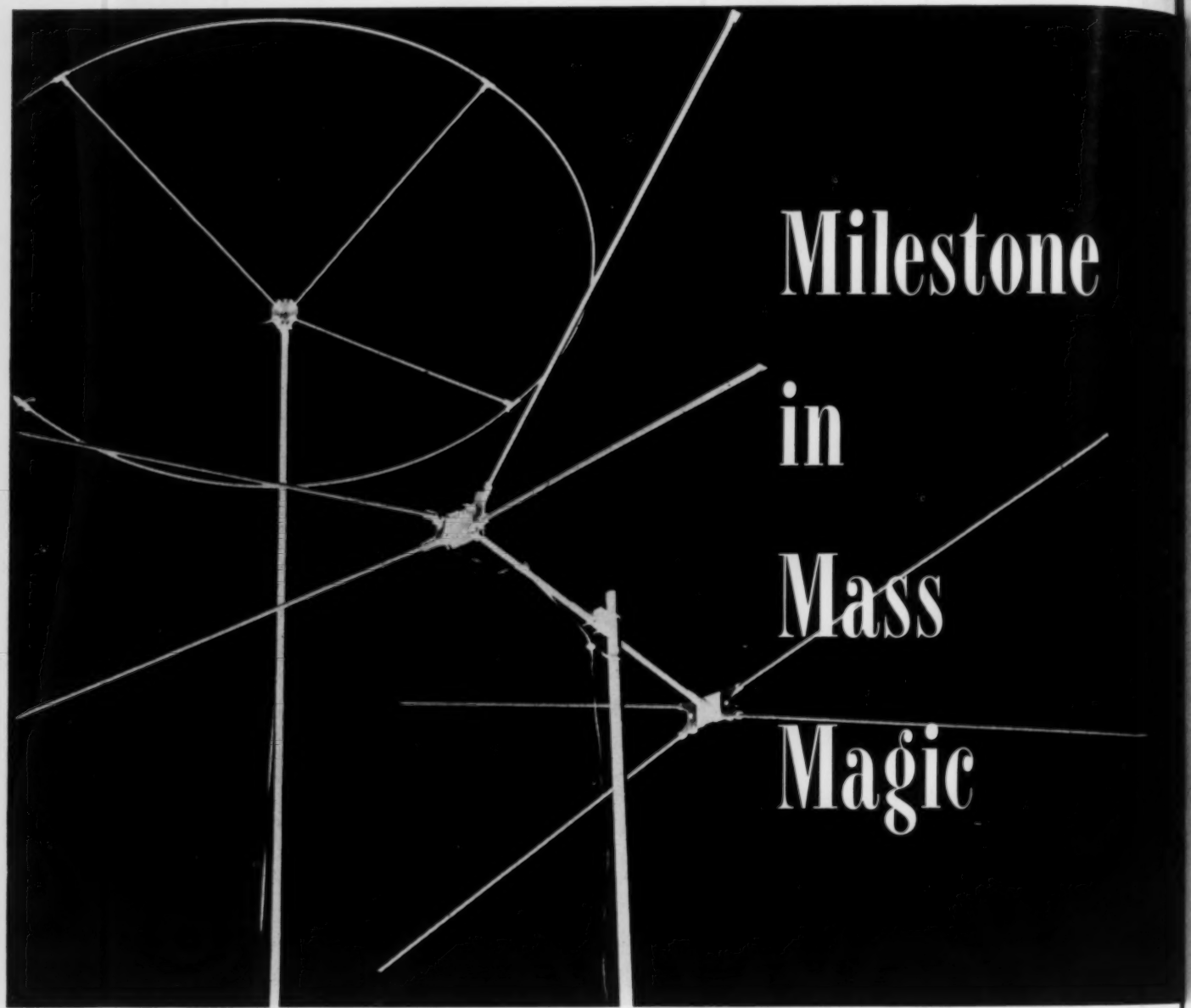
Retail Sales	$1,300,208,290
Population	1,170,065
Families	343,381

FREE & PETERS, INC.
Exclusive National Representatives

AMON CARTER, President
HAROLD HOUGH, Director
GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS

TELEPHONE LO-1981



Milestone in Mass Magic

1951 introduces a new era in television. It marks a major milestone: television's emergence as a mature, a truly mass medium. For 1950 saw the television population more than double in size . . . saw it reach and pass the largest circulation available through national magazines . . . saw it cross the 10,000,000 mark, with more than 40 million viewers every week.

Certainly, new millions all over the country saw the magic of television reflected in their receivers. Seven new markets were opened to television in 1950. Twenty-one stations were added to the interconnected network to bring NBC programs "live" to 47 markets . . . to 63 markets, all told—63 markets which contain 6 out of every 10 persons in the U.S. And certainly the NBC

ADVERTISERS, JANUARY, 1951

Admiral Corp.
American Cigarette & Cigar Co., Inc.
American Home Products Corp.
American Tobacco Co.
Anchor-Hocking Glass Corp.
Armour & Co.
Armstrong Cork Co.
Benrus Watch Co., Inc.
Bonafide Mills, Inc.
Borden Company
Bristol-Myers Co.
Brown Shoe Co.
Campbell Soup Co.
Chesebrough Mfg. Co.
Colgate-Palmolive-Peet Co.
Congoleum-Nairn, Inc.
Corn Products Refining Co.
Crosley Div. Avco Mfg. Corp.
Derby Foods, Inc.
De Soto Div. of The Chrysler Corp.
Durkee Famous Foods, Inc.
Emerson Radio & Phonograph Co., Inc.
Firestone Tire & Rubber Co.
Ford Dealers of America
Ford Motor Div., Ford Motor Co.
Frigidaire Div., General Motors Corp.
General Foods Corp.
Gillette Safety Razor Co.
Gulf Oil Corp.
Hazel Bishop, Inc.
Hunt Foods, Inc.
International Shoe Co.
Andrew Jergens Co.

programs broadcast in these markets played a huge part in raising television to its gigantic 1951 proportions.

Most popular programs

For throughout the year, most of the top-rated programs were on NBC. Latest reports show NBC with 7 of the top 10 programs. And that's only part of the picture: NBC's program leadership is marked in every major program category: comedy, variety, drama, mystery, news, juvenile, music and women's daytime shows.

Add the NBC broadcasts of the United Nations sessions . . . the operas produced especially for television . . . the modern living series planned for the younger viewers . . . the vivid news reports which every day set higher standards in a new form of journalism—and a host of other memorable programs which round out the most complete and satisfying schedule in television.

Add, too, such bold (and successful) programming concepts as the Saturday Night Revue . . . the Sunday Comedy Hour . . . the Wednesday Four-Star Revue . . . Broadway Open House . . . the Kate Smith Show—and you see why

the average sponsored program on NBC delivered 40% more homes than the average sponsored program on the second network.

Facilities expansion

And to mount these and other programs on NBC's expanded schedules required a parallel and staggering expansion of facilities, both in space and equipment. The largest and best-equipped scenic construction shop in television was set up, and New York's Center Theatre was converted to the world's largest television studio. Four additional TV studios were opened.

New advertising concepts

Credit NBC's tripled billings to 69 shrewd buyers and to audience-winning programs. But chalk up an assist to NBC's Hofstra Study — the first precise measurement of the sales effectiveness of television advertising. And another assist to the new concepts in selling introduced by NBC: rotating sponsorships . . . alternate-week advertising . . . multiple sponsorship of top-rated shows—ideas which immediately made big-time television practical for moderate-budget advertisers.

A great national asset

The curtain rises on 1951 with television solidly welded into the social and selling structure of the nation . . . with NBC more firmly established as first choice of viewers and therefore by advertisers. And with a clarity that rivals the sparkling images on the screen, 1951 sees television —the most compelling vehicle of mass communication ever devised — ready, at a moment's notice, to serve the need of this country in peace or war.

NBC TELEVISION

America's No. 1 Television Network

The Kellogg Co.
Kraft Foods Co.
P. Lorillard Co.
Manhattan Soap Co.
Mars, Inc.
Miles Laboratories, Inc.
Minnesota Mining & Mfg. Co.
Minute Maid Corp.
Mohawk Carpet Mills, Inc.
Motorola, Inc.
Mutual Benefit Health & Accident Assoc.
National Dairy Products Corp.
Naturalizer Div. of Brown Shoe Co.
Norge Div. Borg-Warner
Pet Milk Sales Corp.
Philco Corp.
Procter & Gamble Co.
Quaker Oats Co.
Radio Corp. of America
Revere Copper & Brass, Inc.
R. J. Reynolds Tobacco Co.
Riggio Tobacco Corp.
Sales Builders, Inc.
Simmons Co.
The S.O.S. Co.
Snow Crop Marketers, Inc.
Speidel Corp.
Standard Brands, Inc.
Standard Oil Co. of Indiana
Stokely-Van Camp, Inc.
Swift & Co.
The Texas Co.
United States Tobacco Co.
The Wander Co.
Welch Grape Juice Co.
Wildroot Company, Inc.

RADIATION

Sterling Reviews Problem

EFFORTS of set manufacturers and the FCC to cope with the problem of excessive oscillator radiation from FM, TV and communication receivers were described last Thursday by FCC Comr. George E. Sterling. Speaking in Cleveland before the Institute of Radio Engineers and the Industrial Electronics Organization meeting, Comr. Sterling traced the history of federal control of industrial, scientific and medical radio frequency equipment, citing interference problems that had fallen to the FCC.

Terming the oscillator radiation from FM, TV and communication receivers as "a new menace" to air navigation and to radio services which recently reared its head, he told of the FCC's proposed rules of April 13, 1949, which were aimed at restricting such FM-TV radiation to 15 microvolts per meter at 100 feet.

Comr. Sterling expressed the hope that "it will not be necessary for the Commission to take drastic action in connection with this problem. I am sure it will not if receiver manufacturers respond wholeheartedly to the recommendations and plea made by Mr. Robert C. Sprague, president of the Radio-Television Mfrs. Assn. in his letter of Dec. 14, 1950, sent to all TV and FM receiver and tuner manufacturers as a result of conferences between committees of the RTMA engineering department and Curtis Plummer, our chief engineer, and his staff."

Comr. Sterling quoted in part from Mr. Sprague's letter as follows:

. . . My conversations with the members of the FCC and the staff have convinced me that unless the industry as a whole conforms to the new standards and further improves upon these standards as rapidly as the art permits, a solution to the problem may be sought through government regulatory action, perhaps even by subjecting our entire industry to some form of certification for the products of the receiver manufacturers. . . .

Mr. Sterling further quoted Mr. Sprague's letter on conference to standards that prescribed for TV Channels 2-6 an average of less than 50 microvolts per meter at 100 ft.; for TV Channels 7-13 an average of less than 150 microvolts per meter at 100 ft.; for FM—less than 60 microvolts per meter at 100 ft.

"I know that Mr. Sprague has taken a very active interest in this problem," said the FCC commissioner, "and I, for one, would like to commend him for his efforts."

Comr. Sterling also stressed that TV set manufacturers "must do something immediately concerning the interference that results from the harmonics of 15.75 kc horizontal sweep frequency and video circuits."

FREQUENCY SAVING

In Movie Firm's Technique

FREQUENCY conservation technique—"cross polarization"—has been revealed to FCC by 20th Century-Fox Film Corp. in a progress report on its theatre TV radio relay experimentation in the New York area.

The data supplements an initial report filed by the company in latter 1949 on the Commission's program respecting the yet unscheduled general hearing on theatre TV service needs [BROADCASTING • TELECASTING, Sept. 5, 1949].

The newly developed cross-polarization technique is likened to transmission of light through polaroid filters. It was explained that by this technique two programs could be transmitted simultaneously on a single channel in any one area, each signal being carried at right-angle polarization to the other. An alternate channel is employed at every other relay "jump." Thus two frequency bands are adequate for a complete theatre TV system in any given area, FCC was told, and can be reassigned to the same licensee in an adjacent area or to another licensee in a non-adjacent area.

20th Century-Fox contends a national competitive theatre TV service can be established under its proposal with only 12 30-mc channels (360 mc) in the 3,000-10,000-mc area. Each 30-mc channel includes an 8-mc video band plus audio and auxiliary segments. 20th Century plans a system of 24 theatre TV outlets in the Los Angeles area as soon as the frequencies can be allocated. FCC was informed.

Network Daytime Gross

(Continued from page 64)

costs are also substantially lower. The following are cited by NBC as typical:

Show A—$6,100 weekly, five quarter-hours (serial)
Show B—$5,000 per half hour (variety)
Show C—$1,100 per participation (hour service)
Show D—$3,600 per half hour (variety)
Show E—$2,800 per quarter hour (variety)

In relation to the audience reached daytime television is priced competitively low with evening TV and with women's magazines. The NBC analysis pointed out that the *Kate Smith Show* has a cost of $1.73 per thousand viewers, with several other daytime programs in the $3-$4 range. The normal evening TV program cost is $5 per thousand viewers, NBC reports, and the comparable level for women's service magazines (average black-and-white page) is $7-$9 per thousand noters.

DAYTIME ADVERTISERS ON NETWORK TELEVISION DURING NOVEMBER 1950

Advertiser	Product	Program	Day & Time	Net., No. of Stations	Nov. Time Costs
Alsco Inc.	Storm Doors, Windows	Wendy Barrie Show	Sat. 5:45-6 p.m.	NBC-32	$20,340
Aluminum Co. of America	Cooking Utensils	Homemakers Exchange	Mon. 4-4:30 p.m. P	CBS-25	7,280
American Home Products Corp.	Aerowax, Duff Mixes, etc.	Kate Smith Show	Thur. 4:15-4:30 p.m.	NBC-50	21,760
Atlantic Refining Co.	Gas, Oil	Football	Sat. afternoon	NBC-13	19,150
Bristol-Myers Co.	Dentifrice	Lucky Pup	Thur. 5-5:15 p.m.	CBS-10	9,915
California Prune & Apricot Growers Assn.	Sunsweet Prods.	Homemakers Exchange	Thur. 4-4:30 p.m. P	CBS-25	9,100
California Walnut Growers Assn.	Diamond Walnuts	Homemakers Exchange	Fri. 4-4:30 p.m. P	CBS-25	7,280
Canada Dry Ginger Ale Inc.	Beverages	Super Circus	Sun. 5-5:30 p.m.	ABC-37	37,551
Colgate-Palmolive-Peet Co.	Dentifrice	Howdy Doody	Mon. 5:30-5:45 p.m.	NBC-40	17,200
			Tue., Thur. 5:45-6 p.m.	NBC-43	40,890
Ex-Cell-O Corp.	Pure-Pak Containers	Homemakers Exchange	Tue. 4-4:30 p.m. P	CBS-23	6,788
General Electric Co.	All Products	Homemakers Exchange	Mon.-Fri. 4-4:30 p.m.	CBS-25	40,040
General Foods Corp.	Various Prods.	Bert Parks Show	Wed., Fri. 3:30-4 p.m.	NBC-34	46,140
General Mills Inc.	All Products	Betty Crocker	Thur. 3:30-4 p.m.	CBS-17	13,712
General Shoe Corp.	Acrobat Shoes	Acrobat Ranch	Sat. 11:30 a.m.-12	ABC-36	16,902
Glidden Co.	Durkee's Oleo.	Kate Smith Show	Wed. 4:30-4:45 p.m.	NBC-49	12,795
Household Finance Corp.	Loans	People's Platform	Sun. 5:30-6 p.m.	CBS-9	15,120
International Latex Corp.	All Products	Look Your Best	Mon., Fri. 3:30-4 p.m.	CBS-15	25,200
International Shoe Co.	Shoes	Howdy Doody	Wed. 5:45-6 p.m.	NBC-49	25,220
International Shoe Co.	Shoes	Lucky Pup	Fri. 5-5:15 p.m.	CBS-7	9,720
International Shoe Co.	Shoes	Super Circus	Sun. 5:30-6 p.m.	*ABC-35	16,252
Kellogg Co.	Cereals	Howdy Doody	Tue., Thur. 5:30-5:45 p.m.	NBC-39	38,453
Knox, Charles B., Gelatine Co.	Gelatine	Homemakers Exchange	Wed. 4-4:30 p.m. P	CBS-24	8,500
Lewyt Corp.	Vacuum Cleaners	Homemakers Exchange	Mon. 4-4:30 p.m. P	CBS-24	6,800
Lionel Corp.	Trains	Joe DiMaggio Show	Sat. 5:30-5:45 p.m.	NBC-40	32,100
M & M Ltd.	Candy	Super Circus	Sun. 5:30-6 p.m.	*ABC-28	16,506
Mars Inc.	Candy	Howdy Doody	Mon. 5:45-6 p.m.	NBC-42	56,316
			Wed., Fri. 5:30-5:45 p.m.		
Mason, Au & Magenheimer Confectionery Mfg. Co.	Candy	Chester, the Pup	Sat. 12-12:15 p.m.	ABC-11	8,000
Minute Maid Corp.	Orange Juice	Kate Smith Show	Thur. 4:30-4:45 p.m.	NBC-36	18,000
Olney & Carpenter	Frozen Foods	Homemakers Exchange	Fri. 4-4:30 p.m. P	CBS-24	6,720
Owens-Corning Fiberglas Corp.	Curtains	Vanity Fair	Tue. 4:30-5 p.m.	CBS-14	6,000
Quaker City Chocolate & Confectionery Co.	Candy	Lucky Pup	Wed. 5-5:15 p.m.	CBS-10	12,190
Quaker Oats Co.	Dog Food	Zoo Parade	Sun. 4:30-5 p.m.	NBC-38	44,340
Quaker Oats Co.	Cereals, Mixes	Gabby Hayes Show	Sun. 5-5:30 p.m.	NBC-41	47,880
Renuzit Home Prods. Co.	Cleaner	Homemakers Exchange	Tue. 4-4:30 p.m. P	CBS-25	5,460
Revere Copper & Brass Inc.	Metal Products	Meet the Press	Sun. 4-4:30 p.m.	NBC-40	48,000
S O S Co.	Scouring Pads	Homemakers Exchange	Mon. 4-4:30 p.m. P	CBS-24	6,720
Standard Brands Inc.	Royal Gelatin	NBC Comics	Thur. 5-5:15 p.m.	NBC-21	14,270
Standard Oil Co. of New Jersey	Gas, Oil	Football	Saturday afternoons	CBS-12	34,650
Sun Oil Co.	Gas, Oil	Football	Sunday afternoons	ABC-19	40,903
Swift & Co.	Peanut Butter	Homemakers Exchange	Fri. 4-4:30 p.m. P	CBS-25	6,720
United Fruit Co.	Bananas	Homemakers Exchange	Wed. 4-4:30 p.m. P	CBS-24	8,475
Wander Co.	Ovaltine	Sandy Strong	Mon.-Fri. 5:15-5:30 p.m.	ABC-22	28,400
Wander Co.	Ovaltine	Howdy Doody	Fri. 5:45-6 p.m.	NBC-44	17,985
Wilbur-Suchard Chocolate Co.	Chocolate	Homemakers Exchange	Tue., Thur. 4-4:30 p.m. P	CBS-24	15,255

Source: Publishers Information Bureau.
*—Every Other Week.
P—Participation.

Helpful techniques and ideas for TV programs

This new book shows you how to use movies most effectively

MOVIES FOR TV

by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION and transmission of movies on television. This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what bad in movies for television, and why.

SEE IT ON APPROVAL

The Macmillan Co., 60 5th Ave., New York 11

Please send me a copy of Movies for TV. I will either remit the full price of $4.25 or return the book in 10 days.

Signed .....

Address .....

LOOK FOR THE STATION WITH THE MOST LOCAL RETAIL ACCOUNTS

You'll find the station that's getting results . . .

▶ The local operator ***has*** to get results . . . his cash register ***has*** to ring the next day or his advertising isn't paying off. Unlike the big advertiser, he can't afford to wait six months or six days for results.

▶ WGN-TV has more local advertisers sponsoring more programs than any other television station in Chicago. WGN-TV ***gets*** results.

▶ Whether you're big or small . . . WGN-TV is ***your*** station in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
FOR ANIMATED AND LIVE ACTION COMMERCIALS
WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS of TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS
(INCLUDING CARTOONS)
Available for Television
SEND FOR CATALOG
729 SEVENTH AVE., NEW YORK, 19

GRAY—O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
TV FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

film report

FRANK MERRIWELL ENTERPRISES opens offices in Eagle-Lion Studios, 7324 Santa Monica Blvd., Hollywood. Firm formed by **Tony London** of George Pal Productions, independent motion picture film producer, and **Ira Uhr**, talent agent, for production of TV films based upon late **Gilbert Patten's** Frank Merriwell novels and stories. Rights to 900 stories have already been acquired from author's son.

* * *

TELEFILM, Hollywood, appoints **Brig. Gen. James T. Roberts** special representative in Washington.

* * *

FILM-ART SERVICE, a non-competitive service for film producers, has opened new studios to supply TV industry with "ready for camera" animated art service at 210 W. 50th St., N. Y., President **Neil Sessa** announced.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, is filming new series of half-hour dramatic shows based on true stories taken from files of Los Angeles County sheriff's office, as yet untitled. Sheriff **Eugene W. Biscailuz** appears at opening and sign-off of each program.

* * *

ALEX GOTTLIEB TV PRODUCTIONS, headquartered at Hal Roach Studios, Culver City, Calif., starts shooting a series of 13 half-hour TV musical comedy films starring **Andrew Sisters** today (Monday). **Clarence Eurist** is production supervisor. **Jean Yarbrough** is director.

* * *

INS-TELENEWS, New York, announces that all operating TV stations in South America now subscribe to one or more of its newsreel programs. Both **XHTV** Mexico City and **UNION RADIO**, Havana are using the daily service, plus the weekly review and weekly sports reel, *This Week in Sports*. Both **TUPI** Brazil and **CMQ** Havana subscribe to the daily newsreel only.

* * *

DYNAMIC FILMS Inc. is producing a series of one-minute TV films for the **New York Office of Civil Defense** on "what to do" in case of air raids. Films will be distributed to all TV stations in New York area and will be available as a single five-minute package.

* * *

WILKINS-GOODEN, Hollywood, announces signing of three more TV stations for 26 weeks of its quarter-hour film series, *The Jonathon Story*—**WMAL-TV** Washington, **WTVR** (TV) Richmond and **WSB-TV** Atlanta. **Zippy Products**, Lansdowne, Pa., now sponsoring the program on WMAR-TV Baltimore, also will sponsor on WTVI through the Martin Agency, Philadelphia. **William Morris Agency** Inc. has been appointed to handle national sales of the program. A total of 18 stations now carry the show.

* * *

SNADER TELESCRIPTIONS Corp., Beverly Hills, Calif., has set up a **Celebrity Service** for TV stations using Snader Transcriptions. President **Louis D. Snader** announced. Special service will be part of firm's "sales co-operation" program and will provide a booking schedule for all performers who appear in films. Plans are to advise stations in advance when performers are scheduled to be in their particular areas, in order that the entertainer may appear on program with his or her own film.

* * *

OFFICIAL TELEVISION Inc., New York, has sold its musical film library, "Music Hall Varieties," to **WNAC-TV** Boston and **WFIL-TV** Philadelphia. Library includes over 1,000 musical production numbers each from 2½ to 3 minutes in length.

* * *

STERLING TELEVISION CO. Inc., New York, is distributing first three episodes of *Ruff n' Reddy*, children's dramatic film series, to TV stations throughout the country. **PETER PAN FILMS CO.** Inc., New York, is producer of series.

TVA IN L.A.

Union, Stations Meet

COUNTER-PROPOSALS were exchanged again last week by Television Authority and four Los Angeles television stations in negotiations for the past several weeks over a basic contract for "live" television performers. Another meeting is scheduled for tomorrow (Jan. 30).

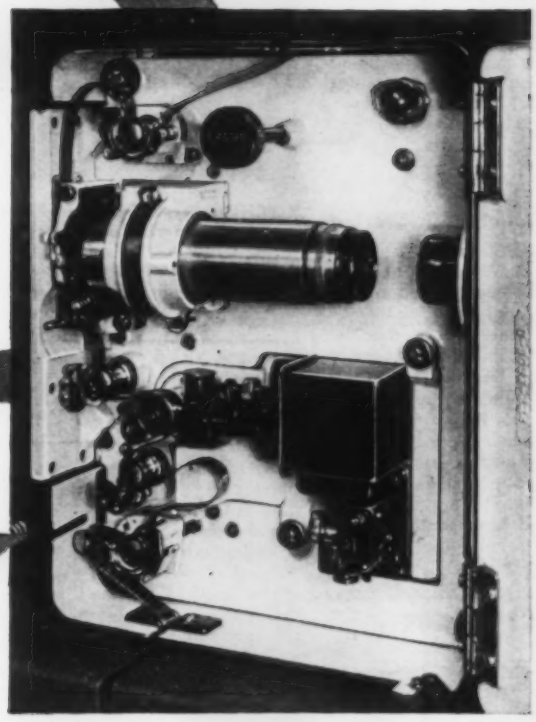
Stations KNBH, KTSL, KECA-TV, KLAC-TV are bargaining collectively as an industry with the union. KTLA, formerly in the group, has announced withdrawal from the station committee, getting an agreement from the union to continue negotiations with it on an independent basis. The other two local stations, KFI-TV and KTTV, are sitting in on negotiations as observers.

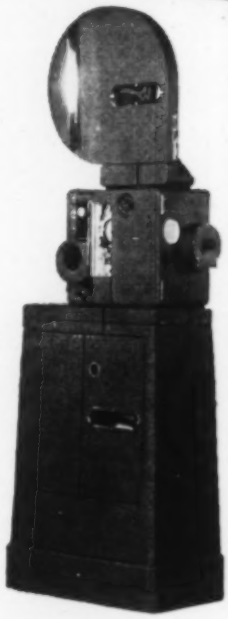
TVA at last week's meeting turned down the stations proposal to increase rates by 25% in all categories. The union in turn offered a weekly reduction on multiple performance based on a percentage of basic fees, to be considered for the next meeting

Look into this PROFESSIONAL Telecast Projector

and see years of Dependable Service

The GPL Model PA-100 — a 16-mm Studio Projector with the basic features and performance reliability of the famous Simplex 35-mm Theatre Projectors.





The Model PA-100 is a 16-mm projector consistent with the professional character of television station operation. Its enclosed 4,000 foot film magazine provides for 110 minutes of projection — an entire feature.

Sharper Pictures . . . Finer Sound From Any Film in Your Studio

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100 is the first projector designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service. Film is protected — tests show more than 4,000 passages without noticeable film wear.

The high quality optical system resolves better than 90 lines per mm, with illumination so uniform that corner brightness is at least 90% of center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

The Model PA-100 is one of a complete line of GPL 16-mm television studio and theatre projectors built to highest 35-mm standards.

WRITE, WIRE OR PHONE FOR DETAILS

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

EDUCATIONAL TV

WBAL-TV Pushes Plan

FURTHER PLANS to develop education by television will be discussed tomorrow (Jan. 30) at a luncheon of leading Maryland educators, to be held at WBAL-TV Baltimore. Heads and public relations directors of 12 institutions have been invited.

D. L. Provost, station business manager, reportedly will offer two half-hour television periods a week for 12 weeks, for programming by the schools. The station said it hoped that from this experiment will be developed a format for around-the-clock, across-the-board education programs next fall.

'TELE-VET' WEEK

National Plan Started

AN IDEA it is hoped will germinate throughout the nation was launched last week in Washington, D. C., as "National Tele-Vet Week." Twenty-six telesets were donated by local dealers and distributors to hospitalized Korean veterans.

Inspiration came through a request for a set to help a triple amputee regain the will to live. It is felt by the plans backers that rehabilitation could be speeded up if dealers and distributors across the country would contribute sets to veterans or service hospitals in their community.

IN CINCINNATI

MORE local and national spot advertisers buy
MORE time on WLW-T to sell
MORE products to
MORE people . . .
. . . than any other TV station in Cincinnati

IN DAYTON

MORE local and national spot advertisers buy
MORE time on WLW-D to sell
MORE products to
MORE people . . .
. . . than any other TV station in Dayton

IN COLUMBUS

MORE local and national spot advertisers buy
MORE time on WLW-C to sell
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MORE people . . .
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THIS IS

WLW-TELEVISION

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Serving the second largest TV market in the Midwest

Audience: Videodex, December, 1950

KITCHEN closeup is obtained by sponsors of the *Beulah Karney TV Show*, telecast each Thursday over WENR-TV Chicago, during a rehearsal of the show. L. to r: John E. Thompson, president, Reliable Packing Co., for Realite; Arthur H. Anderson, sales manager of Realite, sponsor; Miss Karney; Sidney Clayton, of Sidney Clayton & Assoc., Realite's agency. Advertising for the shortening product also includes radio billings.

SELLS MODELS VIA TV

Tough Market Gives Good Results

"INSTEAD of selecting an easy market, I deliberately set out to give it a tough test." Those are the words of Kenneth E. Harris, president and founder of the newly formed Model Building Laboratories located in Baltimore. He wanted to see if his product had the popular appeal it needed to support a national promotional effort. He soon found out.

Mr. Harris scheduled a 10-minute live TV program on WAAM (TV) Baltimore for the test. Within minutes after the show left the air the station's switchboard reportedly was overcrowded with calls requesting his product. His nameless miniature house kits were aimed at the younger audience whose response resulted in over 1 000 kits being sold.

The show demonstrated how simple the kit was to assemble and the exceptional strength it had. Due to the success of this show in a tough market, Mr. Harris now is planning to produce a second kit, which will be a bit more elaborate than the first. Mr. Harris also says that he is now in the process of franchising dealer-manufacturing and expects to open a New York display office in the near future.

KEYL Expands

INCREASE in schedule from a six to seven-day operation to include Tuesday telecasts will be initiated tomorrow (Tuesday) by KEYL (TV) San Antonio, W. D. Rogers general manager, announced last week. KEYL, which operates on Channel 5 and is affiliated with ABC-TV and DuMont Television Network, celebrates its first anniversary in February. In announcing the heavier schedule, Mr. Rogers noted "gratifying" response to a six-day schedule begun last Dec. 11 with addition of Monday telecasts. Additionally, station plans to start regular daytime programming shortly. Commitments from some sponsors already have been received, he added.

TV SHOWING

Hailed by Swedish Press

FIRST PUBLIC demonstrations of American television equipment in Sweden, staged in Stockholm by RCA Victor, were enthusiastically praised by the Swedish press, according to reports received last week.

Major purpose was telecasting of the Nobel Awards presentation last month, but other special programs were shown. The television crew reportedly received "the greatest possible assistance" from government bodies. Swedish newspapers described the showings as "a great success."

KECA-TV Election

KECA-TV Hollywood film editors, a fortnight ago in a National Labor Relations Board election, voted Motion Pictures Film Editors Local 446, IATSE (International Alliance of Theatrical & Stage Employes) as their bargaining agent. The union is the first studio local to receive certification as agent for local TV station employes. Agreement, which also provided for a union shop, covers seven film cutters at the station. Contract negotiations will get underway soon, according to a union executive.

CHICAGO TVA

Some Agreement Reache

TELEVISION AUTHORITY a representatives of the four Chica video stations were reaching "m areas of agreement" last week afte mutual definitions of salary scal began overlapping.

Attorneys for WNBQ (NBC WENR-TV (ABC) WGN-TV (Du Mont) and WBKB (CBS) and th representing the union were en cerned primarily with scales fo announcers and performers on an off camera.

It was reportedly agreed by th union that additional qualificatio should be added to local contract which do not appear in the netwo papers, because of strictly loca circumstances concerning liv shows. With "more of a basis t work on," one spokesman sitting i on the twice-weekly sessions sai the financial agreement has mo prospect of being settled soon.

As yet, only one meeting has co cerned working conditions and ben efits. Once the salary schedule agreed upon, conditions and benefi are expected to be smoothed out i short order.

A month ago the union report edly lowered its demands abou 20% from the estimated 80% o the network rates that it sough locally in Chicago. At that time also, station spokesmen hiked fee they were willing to pay by abou 25%.

Inasmuch as new areas of agree ment have been arrived at, thes percentages are no longer an effec tive measurement of where th situation stands, one station lawye said. "We are now starting wit the same premises, working upward and downward on salaries, rathe than starting with opposing defini tions."

VITASCOPE

Incorporates in California

INCORPORATION in California o newly-formed Vitascope Corp. o America for the manufacturing licensing and servicing of new Vita scope lens device to television an motion picture industries was an nounced last week. The firm wi headquarter at RKO-Pathe Studios Culver City.

Chairman of the board of direc tors is Sol Lesser, who last year acquired patent rights to the Vita scope device invented by French man Achille Pierre Dufour. Other officers are Julian Lesser, presi dent; Barney Briskin, vice presi dent; Sam Grudin, treasurer; Mor ris Pfaelzer, secretary.

New corporation now in fina stages of preparation of first 3 mm. model of adapted inventio which makes it possible to creat any type of background or setting for a film [BROADCASTING • TELE CASTING, Nov. 20, 1950]. Fra Ahern is production supervisor fo firm; Clarence Slifer is technic supervisor.

SELECTED as chairman of the judges committee for the 1951 Sylvania Television Awards Foundation, Deems Taylor (l), noted composer-critic-commentator, accepts the position from Don G. Mitchell, president of Sylvania Electric Products Inc., who announced establishment of the awards [BROADCASTING • TELECASTING, Jan. 8]. **Top honor, the "Sylvia," will be given to the program best illustrating creative television technique. Others will be awarded to individuals adjudged to have made the greatest contribution to television in writing, acting, producing and other categories during the period Jan. 1 to June 30, 1951. Judges will be asked to base selections on merit and social responsibility of programs, including commercials.**

RTMA PROTESTS

Against TV Registration

PROTEST by the U. S. Government against registration of the letters "TV" in Spain was requested by Radio-Television Mfrs. Assn. in a petition filed with the Dept. of Commerce by James D. Secrest, RTMA general manager. The application was filed Oct. 20, 1950, by International Radio Television, S. A., of Barcelona, Spain.

Mr. Secrest pointed out that the letters "TV" are widely used in this country by the entire radio-television industry as an abbreviation of television and a trade mark registration in Spain or any other country would lead to confusion and embarrassment.

EMERSON PRICES

Increased on Five Telesets

EMERSON RADIO & Phonograph Corp. last week announced price increases ranging from $10 to $30 on five TV receivers, due to material scarcities, according to Benjamin Abrams, president of the corporation.

The five models affected are: 17 inch Table Model No. 676, from $289.95 to list price of $299.95; Model No. 678 (16 inch console), from $319.95 to $329.95; Model No. 681 (17 inch console), from $369.95 to $379.95; Model No. 669 (19 inch console), from $469.95 to $479.95, and Model No. 666 (console Television-phono-radio), from $469.95 to $499.95.

DEFENSE SERIES

Starts Feb. 4 on DuMont

PERSONNEL and activities of the Dept. of Defense will be spotlighted in a new official TV series, *Armed Forces Hour*, slated to debut on the DuMont Television Network, 8:30-9 p.m. Feb. 4 [CLOSED CIRCUIT, Jan. 15]. Program will be a joint public service feature, with time donated by DuMont and production facilities by WAAM (TV) Baltimore.

The series will be written and produced by the Defense Dept.'s Office of Information under general supervision of Charles Dillon, radio-TV chief, and James Caddigan, DuMont network. Program will be produced by Edward Nell, director of the department's TV section; directed by Herbert Cahan, WAAM, and written by Lt. Chester Spurgeon, U. S. Air Force, who formerly served at CBS Western Division.

New Business

(Continued from page 11)

tion *Ted Mack's Family Hour*, ABC-TV. Agency: Tatham-Laird, Chicago. Show scheduled to start March 25 or April 1, sharing alternate-week sponsorship with C. A. Swanson & Sons., Omaha (poultry products), same agency.

HUDSON PULP & PAPER Co. will sponsor *Bride & Groom* on CBS-TV, Thurs. on 27 stations, 3:15-3:30 p.m. Program also will be heard at the same time on Tues., sustaining. Agency: Duane Jones Co., N. Y.

BEN HUR PRODUCTS, L. A. (coffee, tea, extracts, etc.), starts *Bob Garred & the News* on 30 ABC Pacific stations, Mon., Wed., Fri., 7:30-7:40 a.m. PST, for 52 weeks. Agency: Mogge-Privett, L. A.

FELS & CO., Philadelphia (Felso detergent), Jan. 16 started four participations weekly on *Jack Kirkwood Show* on full 45-station Don Lee Network, Tues.-Fri., 1-1:30 p.m. PST, for 26 weeks. Agency: H. H. Dubois, Phila.

Adpeople . . .

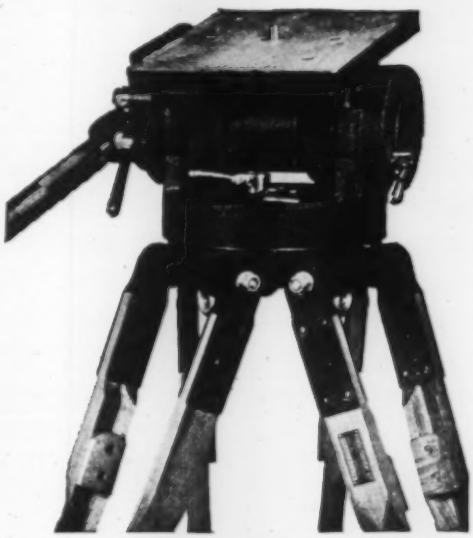
EDWARD W. KERWIN, manager, general traffic department Sunshine Biscuits Inc., Long Island City, N. Y., appointed vice president in charge of distribution.

NATHAN KEATS, director of publicity and promotion programs Brand Names Foundation Inc., N. Y., elected vice president.

Floating Action! **for all TV Cameras**

'BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

January 18 Applications . . .

ACCEPTED FOR FILING

AM—790 kc

WQXI Buckhead, Ga.—CP change from 790 kc 5 kw-D to 790 kc 5 kw-D 500 w-N. AMENDED to request 790 kc 5 kw-D 1 kw-N.

License for CP

WPGW Portland, Ind.—License for CP new AM station on 1440 kc.

License Renewal

Request for license renewal AM station: KAWT Douglas, Ariz.; WFPG Atlantic City, N. J. (resubmitted); WDSG Dyersburg, Tenn. (resubmitted); KHIT Lampassas, Tex.; KNET Palestine, Tex.; KBPS Portland, Ore.

AM—1300 kc

WLIZ Bridgeport, Conn.—CP change from 1 kw D to 5 kw unl. DA-D-N.

License for CP

WRAY Princeton, Ind.—License for CP new AM station.

KWBG Boone, Iowa—License for CP change hours etc.

KGGF Coffeyville, Kan.—License for CP change power etc.

AM—920 kc

WOKY Milwaukee—CP change from 1 kw to 5 kw.

FM—92.3 mc

WALK (FM) New York—Mod. CP new FM station change from Ch. 294 (106.7 mc) ERP 10 kw to Ch. 222 (92.3 mc) ERP 11 kw.

License Renewal

Request for license renewal FM station: WNHC-FM New Haven, Conn.; WMBR-FM Jacksonville, Fla.; WLRD (FM) Miami Beach, Fla.; WGAU-FM Athens, Ga.; WJIZ (FM) Hammond, Ind.; WRXW (FM) Louisville, Ky.; WBRL (FM) Baton Rouge, La.; WFRS (FM) Grand Rapids, Mich.; WSAM-FM Saginaw, Mich.; WFPG-FM Atlantic City, N. J.; WNAO-FM Raleigh, N. C.; WLWB (FM) Dayton, Ohio; WMCF (FM) Memphis, Tenn.; WCLO-FM Janesville, Wis.; WNAM-FM Neenah, Wis.

TENDERED FOR FILING

AM—1320 kc

WILS Lansing, Mich.—CP change from 1320 kc 1 kw unl. DA-N to 1320 kc 5 kw-D 1 kw-N DA-DN.

AM—1300 kc

WJQS Jackson, Miss.—CP change from 1400 kc 250 w unl. to 1300 kc 5 kw-D 1 kw-N (contingent on WJDX Jackson change of facilities).

AM—1320 kc

KSIJ Gladewater, Tex.—CP change from 1430 kc 1 kw D to 1320 kc 1 kw-D 500 w-N DA-N.

APPLICATIONS DISMISSED

Delta Bcstg. Co., Clarksdale, Miss.—DISMISSED application for CP new AM station 1230 kc 250 w unl.

Monroe Bcstg. Co., Monroe, Mich.—DISMISSED application for CP new AM station 1200 kc 250 w D.

January 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Request for mod. CP for extension of completion date: KLIX Twin Falls, Ida.; WILK Wilkes-Barre, Pa.; WPRA Mayaguez, P. R.; WIOD-FM Miami, Fla.; WHAT-FM Philadelphia.

License for CP

WLET Toccoa, Ga.—License for CP

FCC actions

JANUARY 19 TO JANUARY 25

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

AM station to change frequency etc.

WVSC Somerset, Pa.—License for CP new AM station.

Modification of CP

WLAN-FM Lancaster, Pa.—Mod. CP change ERP from 20 kw to 6.86 kw, ant. height from 375 ft. to 84 ft.

License Renewal

Request for license renewal FM station: KFMV (FM) Hollywood; WMMW-FM Meriden, Conn.; KBUR-FM Burlington, Iowa; WOMI-FM Owensboro, Ky.; KVOL-FM Lafayette, La.; WHFM (FM) Rochester, N. Y.; WBBO-FM Forest City, N. C.; WEAU-FM Eau Claire, Wis.

License for CP

KMTV (TV) Omaha—License for CP new TV station.

APPLICATION DISMISSED

AM—1420 kc

Fort Scott Bcstg. Co., Fort Scott, Kan. DISMISSED application for CP new AM station 1420 kc 250 w D.

January 22 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

WILS Lansing, Mich.—CP change from 1320 kc 1 kw unl. DA-N to 1320 kc 5 kw-D 1 kw-N DA-DN.

AM—1300 kc

WJQS Jackson, Miss.—CP change from 1400 kc 250 w unl. to 1300 kc 5 kw-D 1 kw-N (Contingent on WJDX Jackson relinquishing 1300 kc).

Modification of CP

WNEW New York—Mod. CP changes in AM station for extension of completion date.

WABA Aguadilla, P. R.—Mod. CP new AM station for extension of completion date.

License for CP

WDBO-FM Orlando, Fla.—License for CP new FM station.

CP to Replace CP

WCOH-FM Newnan, Ga.—CP to replace expired CP new FM station.

License Renewal

Request for license renewal by FM station: KLCN-FM Blytheville, Ark.; WJHP-FM Jacksonville, Fla.; WOKZ-FM Alton, Ill.; KBOA-FM Kennett, Mo.; WILK-FM Wilkes-Barre, Pa.; KDYL-FM Salt Lake City, Utah.

License for CP

WMMI (FM) Meridian, Miss.—License for CP new noncommercial FM station.

APPLICATION RETURNED

AM—1320 kc

KSIJ Gladewater, Tex.—RETURNED Jan. 18 application for CP change from 1430 kc 1 kw D to 1320 kc 1 kw-D 500 w-N DA-N.

January 23 Decisions . . .

BY THE SECRETARY

WGNR New Rochelle, N. Y.—Granted license for new AM station 1460 kc 500 w D.

Island Bcstg. Co., Honolulu, T. H.—Granted licenses new remote pickups KA-7945, KA-7947.

Lamar Bcstg. Co., Area Paris, Tex.—Same KA-7949.

Vir N. James, Salida, Col.—Same KA-4363.

Blue Bonnet Bcstg. Corp., Area Fort Worth, Tex.—Same KA-7940.

Wheeling Bcstg. Co., Area Wheeling, W. Va.—Same KA-6536.

Blanfox Radio Co., Area Harlan, Ky.—Same KA-7958.

Vidalia Bcstg. Co., Vidalia, Ga.—Same KA-9766.

Tribune Publishing Co., Tacoma, Wash.—Same KA-8149.

Lewistown Bcstg. Co., Lewistown, Pa.—Same KA-6414, KGB-233.

Peninsular Bcstg. Co., Coral Gables, Fla.—Same KA-8138.

Richmond Newspapers Inc., Richmond, Va.—Granted mod. license to add frequencies 26.19, 26.29 mc to 26.39 mc KA-5562.

Following granted mod. CPs for extension of completion dates to dates shown: WLAV-FM Grand Rapids, Mich., to 3-16-51 (cond.); KSTP-FM St. Paul, Minn., to 6-1-51; WAGA-FM, Atlanta, Ga., to 8-12-51; WJBY-FM Gadsden, Ala., to 4-15-51 (cond.); KFOX-FM Long Beach, Calif., to 4-1-51; WISC-FM Madison, Wis., to 6-8-51; WKVM Arecibo, P. R., to 4-15-51; cond.

KDLA DeRidder, La.—Granted license new AM station 1010 kc 1 kw D.

WNXT Portsmouth, Ohio—Granted mod. CP change type trans.; cond.

WPAT Paterson, N. J.—Granted license to use old trans. for aux. purposes with power of 1 kw.

KYMA Yuma, Ariz.—Granted license new AM station 1400 kc 250 w unl.

WVEC Hampton, Va.—Granted license change frequency etc.; 1490 kc 250 w unl.

WKRO Cairo, Ill.—Granted license install new trans.

WVOK Birmingham, Ala.—Granted license use old trans. for aux. purposes with 10 kw. Granted license increase power etc. 690 kc 50 kw DA-D.

WXRC Buffalo, N. Y.—Granted license new FM station Ch. 277 (103.3 mc) ant. 230 ft.

WEVC (FM) Evansville, Ind.—Granted mod. CP change trans. FM.

WWVA-FM Wheeling, W. Va.—Granted mod. CP for extension of completion date to 3-21-51; cond.

KUGN-FM Eugene, Ore.—Same to 4-18-51.

WIS-FM Columbia, S. C.—Granted license new FM station Ch. 233 (94.1 mc) 1.3 kw ant. 270 ft.

WMFG Hibbing, Minn.—Granted CP install new trans.

KRE-FM Berkeley, Calif.—Granted mod. CP for extension of completion date to 2-12-51.

KUKI Ukiah, Calif.—Granted license new AM station 1400 kc 250 w unl.

KSEY Seymour, Tex.—Same 1230 kc 100 w unl.

KOLS Pryor, Okla.—Same 1570 kc 250 w D.

KBOE Oskaloosa, Iowa—Same 740 kc 250 w D.

KNOE Monroe, La.—Granted license change frequency etc. 1390 kc 5 kw-DA-N unl.

KENO Near Las Vegas, Nev.—Granted license change frequency etc. 1460 kc 1 kw unl. DA-N; cond.

WFMD Frederick, Md.—Granted license to increase power etc., change studio location (930 kc 1 kw DA-N).

WEIM Fitchburg, Mass.—Granted license change frequency etc. DA-D-N etc., (1280 kc 1 kw DA-D-N).

WATH Athens, Ohio—Granted license new AM station 1540 kc 1 kw D.

KASM Albany, Minn.—Same 1150 kc 500 w D.

WHLA Madison, Wis.—Granted license new noncommercial educational FM station—Chan. 212 (90.3 mc) 39 kw ant. 840 ft.

WERS Boston—Granted license for changes in noncommercial educational FM station Chan. 205, (88.9 mc) 330 w, ant. 45 feet.

KHBL Plainview, Tex.—Granted license new noncommercial educational FM station 88.1 mc 10 w.

KCOR San Antonio, Tex.—Granted CP install old trans. as alternate main trans. for N use on 1350 kc 1 kw DA-N; cond.

KOOK Billings, Mont.—Granted mod. CP change studio location; cond.

KOLJ Quanah, Tex.—Granted mod. CP for approval of ant., trans. and studio locations.

WRIC Richlands, Va.—Same.

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. CP for extension of completion date to 3-15-51 KA-5136, WWA-200.

WXEL (TV) Parma, Ohio—Granted mod. CP for extension of completion date to 8-4-51.

WOR-TV New York—Same to 4-15-51.

WHAM-TV Rochester, N. Y.—Same to 8-4-51.

FCC Correction

In report of Jan. 17, item relating to WLIN Merrill, Wis. is corrected to read:

WLIN Merrill, Wis.—Granted CP to replace expired CP to change from 730 kc 1 kw D to 550 kc 1 kw unl. DA-N.

January 23 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Request mod. CP for extension of completion date AM stations: KWBB Wichita, Kan.; WIVI St. Croix, V. I.

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date to 8-15-51.

APPLICATION RETURNED

AM—1220 kc

Voice of Birmingham, Birmingham, Ala.—RETURNED Jan. 22 application for CP new AM station on 1220 kc 1 kw D (Contingent on WEDR Birmingham relinquishing 1220 kc).

January 24 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Paul A. Walker

David M. Baltimore, Scranton, Pa.—Granted continuance of hearing sched-

Gates has it

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New Rochelle 6-1620

*Member AFCCE**

uled Jan. 22, to Feb. 26, in Washington in proceeding on application.

FCC General Counsel—Granted extension to Jan. 25 to file exceptions to Initial Decision issued on application of KGBS Harlingen, Tex.

WAGA Atlanta, Ga.—Granted dismissal without prejudice of its application.

KIWW San Antonio and Winter Garden Bcstg. Co., Crystal City, Tex.—Granted amendment of KIWW application to specify 1400 kc 250 w unl., in lieu of 1240 kc 250 w unl., and for removal of KIWW application, as amended, from hearing docket; FCC removed Winter Garden application from hearing.

Lawton-Ft. Sill Bcstg. Co., Lawton, Oklahoma—Granted amendment of application, to effect changes in partnership interests and make changes in staffing arrangements.

The Central Ohio Bcstg. Co., Galion, Ohio—Granted amendment of application to specify revised financial data relating to construction and operation of proposed station.

Scranton Radio Corp., Scranton, Pa.—Granted amendment of application to specify new trans. site and show revised engineering data, and for removal of application, as amended from hearing docket.

Don Lee Bcstg. System, San Francisco—Granted extension of time to Feb. 12, to file opposition to petition of Television California to dismiss its application.

By Examiner Fanney N. Litvin

KVOL Lafayette, La.—Granted amendment its application to change proposed ant. height from 184 ft. to 238 ft.

WXKW Albany, N. Y.—Granted request that transcript of testimony in proceeding re petitions of WHDH Boston and KOA Denver and its application be corrected.

By Examiner H. B. Hutchison

FCC Acting General Counsel — Granted request that transcript in proceeding re application of Howard R. Ward, Bowling Green, Ohio, be corrected.

By Examiner J. D. Bond

KXRN Renton, Wash.—Granted continuance of hearing in proceeding upon its application from Jan. 17 until further order

By Examiner Elizabeth C. Smith

Easton Pub. Co. Easton, Pa., and Allentown Bcstg. Corp. Allentown, Pa.—Ordered that hearing be set March 5 in Washington.

By Examiner Leo Resnick

KOPR Butte, Mont.—Denied petition for continuance of further hearing in proceeding re application and that of KFSD Nampa, Ida. Further hearing set Jan. 24 in Washington.

By Comm. Paul A. Walker

FCC General Counsel—Granted extension of time to Feb. 26 to file exceptions to Initial Decision on applications of Lakeland Broadcasting Corp., and John R. Tomek, both Wausau, Wis.

By Examiner H. B. Hutchison

WGEV Charleston, W. Va.—Granted extension of time until Mar. 24, to file proposed findings re applications of WGEV and WCAW Charleston.

January 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KJEF Jennings, La.—Mod. CP new AM station change from 1290 kc 500 w D to 1290 kc 500 w unl. DA-N. AMENDED to make changes in DA.

AM—1350 kc

WSMB New Orleans—CP change DA-N to DA-DN

AM—860 kc

WOAY Oak Hill, W. Va.—Mod. CP increase power from extension of completion date to time when 860 kc is vacated by WFHG Bristol, Va.

License for CP

KRMG Tulsa, Okla.—License for CP increase nighttime power.

License Renewal

WLET Toccoa, Ga.—License renewal AM station.

Modification of CP

Request for mod. CP for extension of completion date FM station: KCBS-FM San Francisco; WISN-FM Milwaukee.

APPLICATION RETURNED

WICA Ashtabula, Ohio — Returned application new TV station Jan. 18 because of discrepancy in dates.

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

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All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

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Help Wanted

Managerial

Midwest company operating network affiliated television and radio properties has opening for assistant general sales manager. Opportunity in local and national sales points to excellent future. State qualifications, background and earnings fully in first communication. Write Box 634H, BROADCASTING.

Station manager for thousand watt daytimer in good sized southern market. Need solid, experienced man capable of operating station efficiently and selling in competitive market. Send details and references. Box 652H, BROADCASTING.

General manager-sales manager desired for 250 watt station in excellent central coast California market. Station now run down, needs conscientious effort of combination manager and sales who can take part in community life. Should be family man, with strong commercial background. Will pay $250 per month plus over-ride on all sales. Send photo and full particulars with references. Box 658H, BROADCASTING.

Radio station manager. Somewhere in the U. S. A. is a topnotch station manager, who has proven his ability to take a medium sized independent and make it pay, who would like to work and live in Florida. Our station, located in a rapidly growing city, will pay the right man a reasonable salary and give him a liberal share of the profits he creates. Write Box 659H, BROADCASTING.

General manager wanted to replace present manager going back into the service. Wonderful opportunity for right man. Full qualifications first letter. Must be able to start March 1st. Write: Al Tedesco, General Manager, WKLK, Cloquet, Minnesota.

Station WVOM, 5000 watt Boston independent, seeks commercial manager and two salesmen immediately. These are top jobs for top men. Earnings unlimited. Apply 1 Harvard Street, Brookline 46, Mass. All replies in confidence.

Salesmen

1000 watt Connecticut station wants experienced salesman who can sell! Good opportunity for ambitious man. Box 672H, BROADCASTING.

Time salesman—Preferably one who can announce. Good situation for talented young man. Send full particulars to Jim Duncan, KSIL, Silver City, N. M.

Announcers

Staff announcer, network affiliate. $50 week. Send detailed letter only. Box 561H, BROADCASTING.

Wanted. Combination announcer-engineers with a first class ticket. Starting pay $75 per week. 40-hour week. Answer immediately. Box 601H, BROADCASTING.

Group of small market stations in east anticipates several announcer vacancies soon due to draft. Full details first letter to Box 628H, BROADCASTING.

Minnesota station needs an experienced announcer with a first class ticket. Car necessary. Good salary for a good man. Send reply to Box 655H, BROADCASTING.

Announcer-engineer, will pay top salary for man with good selling voice and first phone. Permanent job, advancement, can earn talent for shows for Liberty Network. Excellent living and working conditions, can also sell parttime or work into programming if interested, but not necessary. Box 662H, BROADCASTING.

Wanted: Announcer-disc jockey for southern station, salary plus talent, available immediately, draft exempt. Box 679H, BROADCASTING.

Help Wanted (Cont'd)

Immediate opening for experienced announcer with first phone ticket. Long on announcing. Midwest network, single station market. Box 681H, BROADCASTING.

Wanted: Staff announcer, immediately. Better than average station. Excellent town. Music production important. Reply immediately to Manager, KAYL, Storm Lake, Iowa.

Announcer-engineer: Emphasis on announcing and news casts. Send full details, draft status and audition. KCOG, Centerville, Iowa.

Old established NBC affiliate in important northwestern market seeks two good announcers for its staff. New studios. New transmitter soon, increasing power to 5000 watts. Wants personable, all-round man especially good on disc shows; and an all-round man specializing in good, listenable news delivery. Pay above average for market. Send disc, background and photograph to Jim McKibben, Program Director, KIDO, Boise, Idaho.

CBS affiliate needs young night DJ who programs selling music. Finest staff anywhere. Best living standards. If your background stands investigation, letter, picture, audition. Good draft status necessary. Grow with expanding station. KILO, Grand Forks, North Dakota.

Rocky Mountain ABC affiliate desires good combo man with first phone. Send disc, photo and particulars, John R. Bailey Jr., Manager, KVOC, Casper, Wyo.

Draft Exempt man capable working under minimum supervision, desiring locate permanently in pleasant position. Salary commensurate with abilities. Handle remote studios broadcasting 3½ hour block daily. Contact S. Sander, KWBG, Boone, Iowa.

Morning man: Some staff experience necessary. Here is an opportunity for a young staff announcer to develop his own air personality. Contact Program Director, WCOJ, Coatesville, Pennsylvania.

Combination announcer-engineer wanted for excellent southern Mutual outlet. Must have first phone license with emphasis on announcing. Excellent working and living conditions. Send tape or disc, references and photo with first application. Apply to Radio Station WHTB, Talladega, Alabama.

5000 watt ABC affiliate wants good, experienced announcer, strong on production and able to work well with good staff. Please furnish details of experience, audition disc and salary requirements to Mr. Bob Provence, Program Director, WKNA, Charleston, W. Va.

Experienced announcer, good deep voice. Send personal data and audition disc with application. If applicant has sales experience it would be to his benefit financially. Write WMIX, Mt. Vernon, Illinois.

Announcer-engineer. Good salary for experienced man. Will train inexperienced. Write, wire, or call Hal King, WPKE, Pikeville, Kentucky.

Technical

Audio technician, thoroughly experienced, as chief engineer of two professional-grade recording studios. Prefer man not subject to draft. State salary. Box 430H, BROADCASTING.

Need first phone operator for 1 kw independent Texas station. Give draft status, age and references. Box 545H, BROADCASTING.

Transmitter-studio operator; no announcing; progressive station. Eastern city. Full details. Box 637H, BROADCASTING.

Help Wanted (Cont'd)

Wanted — Two combo engineer - announcers. Accent on announcing. Box 680H, BROADCASTING.

Combination men with first class tickets wanted by new station in growing midwest market. Emphasis on announcing. Send letter and audition disc to KWBB, P. O. Box 282, Wichita, Kansas.

Wanted: Licensed operator to operate consoles, recorders, remotes. Write WBBQ, Augusta, Georgia.

Engineer with first class ticket. Experience unnecessary. You can sit on your fanny 40 hours and draw $50.00. Just give a week's notice before you leave. No drinkers need apply. WEBJ, Brewton, Alabama.

Licensed operator: Transmitter duty. Opportunity to learn. Contact immediately by letter or phone. Station WENT, Gloversville, New York.

Engineer-announcer needed at once. Call, wire or write Tom Hay, Manager, Radio Station WMOC, Covington, Georgia.

First phone operator wanted immediately. No experience necessary. Employment permanent. Reply immediately to Radio Station WNNC, Newton, N. C.

Production-Programming, others

Copywriter-woman preferred. Send photo, copy and disc. State salary. Box 453H, BROADCASTING.

Copywriter with ideas. Some announcing. Send samples work. Box 543H, BROADCASTING.

Wanted: Female experienced radio writer to assist retail radio and TV director. Write full qualifications. Box 635H, BROADCASTING.

Wanted: Farm director-announcer. Excellent salary. Send disc, photo, WVOT, Wilson, N. C.

Ralston Purina Company has an opening for a man 26 to 35 to work as radio promotion man. College degree and some experience in radio work is necessary, a rural background helpful. Work will be with radio stations to help merchandise programs and helping to supervise production of radio shows, etc. Headquarters in St. Louis, considerable travel involved. To apply, write F. E. Heacock, Ralston Purina Co. giving complete qualifications.

Situations Wanted

Managerial

Manager, commercial manager, over 10 years newspaper and radio sales and management. Now employed, available reasonable notice. Prefer midwest or south. Write Box 426H, BROADCASTING.

Manager. Presently employed manager with excellent management record in small market stations looking for opportunity in Ohio market. Thorough all phases. Accent on sales and programming. Married, draft exempt veteran. Box 443H, BROADCASTING.

Ten years experience in all phases station operation, seeks managerial post. Box 587H, BROADCASTING.

Manager-engineer presently employed desires change to a new or more progressive station. Can handle your problems in a manner that puts money in the bank. Thoroughly experienced all phases. Maximum profits from a minimum efficiently administered budget. 13 years radio. Not a wonder boy with illusions of grandeur. Box 650H, BROADCASTING.

Twenty years of constructive radio background as commercial manager. With the very best of references as to ability and character. Seeks job as manager or commercial manager of substantial station. Married, 45 years of age. Will go anyplace. Box 670H, BROADCASTING.

Situations Wanted (Cont'd)

Desire permanent managers job southeast. Four jobs since 1936. Presently employed. Reply 317 Revere Drive, Florence, S. C.

Salesmen

Let's face facts! I am in my early thirties. Have reached the peak in sales where I am presently employed. I have the initiative and ability to go to the top in radio sales. I have been in radio 4 years, college education. Married. I am interested in a top salesman's or commercial manager's job. Box 403H, BROADCASTING.

Hard hitting salesman or commercial manager. Available two weeks notice. Go anywhere for right kind of proposition. Box 623H, BROADCASTING.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league staff; veteran; married; college graduate; experienced. Box 458H, BROADCASTING.

Sports announcer, three years experience, married, draft exempt. Play-by-play baseball, football, basketball, top-rated sports review, news, commercials, DJ, board operation, all-round man. Want year-round play-by-play in sportsminded community. Moderate salary plus talent. Currently employed, available two weeks notice. Consider all offers. Box 526H, BROADCASTING.

Lazy, good for nothing announcer. Two years loafing. Single, 26. Box 549H, BROADCASTING.

Experienced announcer-writer, presently employed with a 250 watt station, seeks re-location. For further information contact through Box 556H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

Announcer, newscaster, copywriter, experienced, married with family. Draft exempt. Box 568H, BROADCASTING.

Experienced announcer have worked in large market areas. Interested permanent position with progressive station east only, draft exempt. Box 573H, BROADCASTING.

Announcer, experienced, specialty news, music from pops to classical. Draft exempt. Box 574H, BROADCASTING.

Sportscaster. Topflight rating. Fully experienced live and recreation baseball. Desire AA or higher baseball affiliation. Draft free. Available '51 season. Currently employed. Top references. Personal interview. Box 626H, BROADCASTING.

Announcer, college graduate, veteran. Two years experience in New York metropolitan area. Strong on commercials, DJ, news. Box 621H, BROADCASTING.

Announcer, draft exempt. Age 30, single. Thoroughly trained with console experience. Will travel. Disc on request. Excellent references. Box 622H, BROADCASTING.

West Coast? Experienced staff announcer, bass voice, versatile. First phone. Write Box 624H, BROADCASTING.

Announcer-engineer. Accent announcing. 3 years experience. All type shows. Box 625H, BROADCASTING.

Announcer presently employed, desires advancement. 29, family. 3 years experience. College graduate, undraftable. I'll do a good job for you. Box 627H, BROADCASTING.

Draft exempt, experienced all-round staff announcer wants to locate in middlewest. Has own live western show. Photo, disc, references available. Box 631H, BROADCASTING.

AM-TV announcer, eleven years experience. Background, e.t.'s and picture available. Interested permanent position only. Box 632H, BROADCASTING.

Situation Wanted (Cont'd)

Competent announcer, immediately available. Seven years experience well operated stations. Draft exempt college graduate, age 32. Accent on music, news, commercials. Good voice, clean delivery. Emphasis on neat production and showmanship not dependent on tricks or gimmicks. A definite asset to a station which requires intelligence and good taste. Have disc with news and commercials, or if you prefer, disc with material of your selection. Box 629H, BROADCASTING.

Experienced staff announcer, disc jockey, console operator. Photo, disc. Usual notice. Box 633H, BROADCASTING.

Announcer, 1st phone, some copywriting, willing worker, employed 1½ yrs, making $60. Car, draft exempt, 21 years, send complete offer. Box 636H, BROADCASTING.

Announcer, draft exempt, limited experience. Good news, DJ, some sports, very good background, would appreciate first real opportunity. Vet, married. Box 641H, BROADCASTING.

Announcer available. Well versed in all phases of radio and TV. Ten years background. Box 643H, BROADCASTING.

Experienced announcer wants job with progressive station. Has seven years experience in all phases. Trained in TV, morning man, special events, audience participation, comedy, emcee, 29 years old, married, will travel, wants to settle. Write Box 644H, BROADCASTING.

Announcer, draft exempt, married, experience all phases, permanent location. Disc, details. Box 645H, BROADCASTING.

Announcer, two years experience, draft exempt. All-round man with good voice. Can handle board. Hard worker. References. Box 647H, BROADCASTING.

Announcer, 8 years experience including production and programming. DJ, single, program director or announcer. Southern or western states. Box 649H, BROADCASTING.

Announcer desires permanent position, future, married, draft exempt, will travel, experienced, programming, traffic, service, console, write own copy, details Box 646H, BROADCASTING.

Baseball announcer, one of midwest's best. Experienced major league re-creation, minor league live. Locate midwest or east. Box 651H, BROADCASTING.

Sports director of net affiliate looking for change. Accurate and lively play-by-play baseball, football, basketball. Ready for baseball season. Box 653H, BROADCASTING.

Experienced announcer, draft exempt. Operate board. Personal audition within 150 miles N.Y.C. Box 654H, BROADCASTING.

Sports wanted, beginning baseball. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 28, three children, college. Permanency primary. $100. Box 660H, BROADCASTING.

Spanish announcer, control board, AFRS background, single, veteran, draft exempt. Latin American disc jockey. Box 663H, BROADCASTING.

Disc jockey negro. Able to capture negro audience. Wealth of sales and promotion experience. Draft exempt. Box 664H, BROADCASTING.

Announcer-salesman-continuity writer. Limited experience. Seeks opportunity. Married veteran. Draft exempt. Box 665H, BROADCASTING.

Staff announcer, 24, 2 college degrees, extensive training all phases announcing and news casting at Radio City. Pleasing voice, can write, veteran, will travel. Disc available. Box 666H, BROADCASTING.

Announcer seeks initial job. Draft exempt. College grad. Travel west. Box 667H, BROADCASTING.

Announcer: Vet, one year Army announcer, college grad, radio speech school, work board. Disc, resume. Box 668H, BROADCASTING.

Announcer, specialty news, 6 years experience, presently employed, seeks better position, metropolitan market only. Box 674H, BROADCASTING.

Announcers and writers, thoroughly trained and mike mature trained on Gates and RCA equipment. Pathfinder 1222-A Oak Street, Kansas City, Missouri.

Situations Wanted (Cont'd)

Seven years radio experience, three of that announcing. Married, draft exempt veteran. Emphasis on music. Want musical directorship with local station or staff position with regional station. Capable of all control, remote and tape operations. Details, references and disc upon request. Will consider southern station only. Donn Harling, 3025 Carondelet, New Orleans.

Any major area, please contact immediately, versatile, show business wise, singing disc jockey. Eddie Cantor reference on record available. 2½ years experience. Worked two years in two million pop area, Tidewater Virginia. Further references? Call any number in that area. Eddie Lambert, 1029 49 Street, Brooklyn 19, N. Y. Ulster 3-6280.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Need a good woman announcer? Have low voice that sells. Experience women's shows, record shows. College graduate. Disc on request. 401-N Main, Cullman, Alabama.

Technical

First phone, studios, transmitters, complete offer please. Box 410H, BROADCASTING.

First phone, transmitter experience, desires studio-transmitter operation. Draft exempt, married. Prefer N.E. Box 415H, BROADCASTING.

Chief engineer with top engineering talent and executive ability backed by years of experience in all branches of broadcast engineering seeking employment by good progressive station. Box 594H, BROADCASTING.

First phone, vet, worked 1 kw, opportunity to learn, east coast. Box 673H, BROADCASTING.

Chief engineer: Twelve years experience all phases. New construction a specialty. Married, draft exempt. Excellent references. Box 675H, BROADCASTING.

Ham, first phone telegraph. Married, car, experienced. Disabled, exempt. Denver dry climate or east. Steady only. S. Giammanco, 275 High St., Newark, N. J.

Experienced engineer desires position in Florida or southern states. 18 months experience AM and FM with power up to 5000 watts. Have also worked with Army equipment. Charlie Reagan, Box 472, Newnan, Ga.

Experienced engineer desires position with progressive station. Top references. Draft proof. Available now. Box 676H, BROADCASTING.

Technician, first license, five years broadcast radio, wants straight transmitter job. No objection some studio maintenance. 32. Single. Available quickly. Please outline requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

Draft exempt. Talent rich: Two young writers experienced in television, radio, theater, and newspaper. Seeking opportunity. Box 509H, BROADCASTING.

Gal Friday. Broadcasting and secretarial work, continuity writing. Air and office experience. New York area. Connecticut, New Jersey. Box 550H, BROADCASTING.

Female plowhorse with imagination, initiative, sense of humor, seeks same kind of boss. Newspaper, advertising, sales promotion background. M.A., 27, physically, but not mentally, handicapped. What have you? Box 582H, BROADCASTING.

Newsman: Best Hoopers, saleable ideas, and ten years experience in radio news gathering, writing, editing. Box 588H, BROADCASTING.

Program director: Six years commercial radio, three as program director. Sales, announcing, copy traffic background. Married, permanent. Programs designed with sales in mind. Box 638H, BROADCASTING.

Girl Friday: Continuity, women's shows, secretarial. Excellent references. Progressive station. Box 657H, BROADCASTING.

Situations Wanted (Cont'd)

Program director, 24, single, now employed, desires change, 3 years announcing experience, 1 year program directing, same station for past two years. Prefer position in Carolinas or Virginia as program director or announcer or both. All-round experience with Mutual and independents. Veteran, draft exempt. Have car. Congenial, clean habits. Box 677H, BROADCASTING.

Missouri program director, continuity, sales, almost three years experience locals, veteran. Box 682H, BROADCASTING.

Program director, music librarian, announcer, 2½ years experience. Best references, draft exempt. Available immediately. Minimum $65. Sam McLaughrey, 8521 S. Loomis Blvd., Chicago. TRiangle 4-1459.

Television

Announcers

Someone must need this background: Announcing, acting (radio, TV, stock, wide range parts), writing, packaging, directing. Media promotion, sales. Northwestern speech degree. Wife, two children, car, all able to move. Good draft status. Age 29. Top references. Box 656H, BROADCASTING • *TELECASTING.*

Technical

Draft deferred. Graduate television engineer desires station work. Understands and handled RCA cameras and link. Any location. Box 565H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Ready to put into production original show ideas that can get sponsors for you. Two years experience in television production plus competent directorial ability. Offering an excellent potential as a high caliber producer-director for the progressive station. 30, married, top references. Box 567H, BROADCASTING • *TELECASTING.*

Sales conscious TV producer and idea man now in too-limited local situation seeks opportunity demanding creative endeavor with a commercial outlook. Thoroughly familiar with industry's technical capacities as applied to programming. Simplified visual aids and effects a particular specialty. Box 639H, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale. 1000 watt, fulltime, AM station. Network affiliate. Located in industrial New England city. Established over 25 years. Principals only apply. Box 548H, BROADCASTING.

All part southern 250 watt Mutual station, town 10,000. Box 608H, BROADCASTING.

Equipment, etc.

RCA field intensity meter type 308-A. Frequency range 120-18000 kc. Complete with three loops and power supply. Excellent condition. $900. KFNF, Shenandoah, Iowa.

Two RCA 44 senior velocity microphones, like new, just overhauled and refinished by RCA, $75 each. Three Western Electric 9A heads, arms and equalizers complete, $60 each. KOWH, Omaha, Nebraska.

For sale, 3 kw Federal FM transmitter, or will trade for 1 kw AM transmitter. Also for sale, RCA 250 watt AM transmitter and RCA limiting amplifier. Frank B. Ridgeway, Director of Engineering, WEBR Inc., Buffalo.

TV A-1 condition, projectal and pedestal, includes lap dissolve feature. First come or best offer. WMBR-TV, Jacksonville, Fla.

For sale—Collins 1 kw transmitter; also Western Electric 1 kw transmitter; one self-supporting tower. All now available because we've changed power and transmitter site. Bargain for immediate delivery, f.o.b., Albany, N. Y. Jim Healey, WOKO, Albany, N. Y.

Gates BC-1-F transmitter and monitors. GE 1 kw FM transmitter and audio facilities, tape and disc records. WOPT-AM & FM, Oswego, N. Y.

Model 210A Hewlett-Packard square wave generator, never unwrapped, in original factory wrapping, $112.50. Make check payable to: L. L. Flinn, 109 Fairview, Houston, Texas.

For Sale (Cont'd)

Federal 109A modulator and frequency control unit, good condition. Price $500.00. George Tate, Box 1499, Greenville, S. C.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Radio station wanted. Experienced radio executive wishes to purchase outright or take controlling interest entailing management and operation of small station. No brokers. Write full details in first letter. Box 669H, BROADCASTING.

Equipment, etc.

Wanted, used 250 watt transmitter, good condition, also interested used console. Box 628H, BROADCASTING.

Wanted: Complete equipment for new 250 watt. Need everything. Box 630H, BROADCASTING.

Complete equipment in good condition 5 kw AM station. 3-360 foot towers, monitors, etc. Box 640H, BROADCASTING.

Do you have a 200 to 250 foot self supporting tower which you must take down and remove? If so, we will dismantle tower for the material which it contains. Please advise make, height and tower location. Box 648H, BROADCASTING.

Equipment for 250 watt station. Box 678H, BROADCASTING.

Late model console, prefer Raytheon RC-11 or Collins. Let us know what you have. Contact R. C. Friend, KRDU, Dinuba, California.

Wanted to buy: Console for AM student radio station. Single studio equipment suitable. KUOI, University of Idaho, Moscow, Idaho.

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Name.....

Address.....

City..... State.....

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Situations Wanted

Managerial

18 YEARS EXPERIENCE
AVAILABLE

—As manager or sales manager of network station in city of 100,000 or larger.

Eight years in local sales with 5000 watt station. Eleven years with top New York national station representative, from which position have just resigned.

42; married; college graduate.

BOX 671H, BROADCASTING

Television

Technical

TV CHIEF ENGINEER
Wide experience TV station design, construction and operation including network and color. Large metropolitan station background. Topflight engineer and department executive. This man is not cheap but knows how to save your money in large pieces. Availability can be arranged. Box 555H, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

TOWER FOR STATION INTEREST

Have new tower with lighting. Will install for stock or interest in going station or C.P.

BOX 693H, BROADCASTING

We offer at substantial saving immediate delivery on the following equipment in perfect condition: General Electric 50 kw FM transmitter model BT-5-A. Federal 8-bay antenna. Complete with speech input and monitors, spare parts. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Schools

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Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.
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Employment Service (Cont'd)

EXPERIENCED ? ? ?

Combination, announcing, sales or engineering. If you would like to work in the great southwest . . . pick your preferred locale . . . there may be a well paying opening for you now or in the near future.

Perry-Sabin Company
P. O. Box 8147, Albuquerque, New Mexico

Miscellaneous

OPPORTUNITY

For men with experience as radio announcers!

Is your present position compensating for your years of training? Is there promise of a real future with a chance to grow and to increase your earning power?

Your special training and experience are personal assets. You may be able to capitalize on them in a position where they will help speed your progress.

Write for complete information. Please give personal details. All replies confidential.

BOX 661H, BROADCASTING

MERIT AWARDS

Give to 15 RCA Employes

FIFTEEN employes of RCA received the Award of Merit, the company's highest honor for salaried workers, for their contributions in 1950.

The group included:

Robert N. Baggs, of Haddonfield, N. J., manager of sales and advertising, RCA Service Co.; John Q. Cannon, of Riverton, N. J., counsel for home instrument and distribution activities; Nicholas J. Capello, of Haddonfield, N. J., manager of the labor relations section of the Camden plant; Edwin J. Conway, of Monticello, Ind., plant manager; Whitney L. Garrett, of Chicago, sales representative for RCA tubes and components; Karl E. Glander, of Indianapolis, manager of RCA Victor records' inventory control; Charles T. Miller, of East Orange, N. J., superintendent of parts preparation at the Harrison tube plant; Rocco A. Palese, of Camden, N. J., production control clerk; Dr. George R. Shaw, of Verona, N. J., chief engineer of the tube department; Douglas Y. Smith, of Lancaster, Pa., plant manager of the tube plant; Theodore A. Smith, of Philadelphia, assistant general manager of the RCA Engineering Products Dept.; Fred B. Stone, of Haddonfield, N. J., home instrument engineer; James M. Toney, of Philadelphia, director of public relations; James Wasson, of Audubon, N. J., manager of receiving, warehousing and shipping in the Camden plant.

Affirms Denial

DENIAL of license to KENE Belen, N. M., to cover its permit for new station facilities of 250 w fulltime on 1230 kc, has been affirmed by FCC since no opposition to a hearing examiner's initial ruling was received. The FCC action was based on alleged transfer of control without approval. FCC indicated the applicant did not present any evidence at the hearing.

KID CHANGE BID

Litvin Again Favors Grant

REAFFIRMING an earlier initial decision, FCC Hearing Examiner Fanney N. Litvin has recommended a grant of the application of KID Idaho Falls, Ida., to switch from 5 kw day, 500 w night on 1350 kc to 5 kw day, 1 kw night directional, on 590 kc.

The earlier ruling, upon petition of the FCC's general counsel and WOW Omaha, had been remanded to the examiner for further hearing "for the purpose of receiving appropriate evidence as to the populations and areas now receiving service from Stations KSUB (Cedar City, Utah) and WOW which would receive interference from the operation of Station KID . . . and other services available thereto." The new decision indicated KID has proposed a new directional array which eliminates the issue of conflict with WOW.

The examiner found 23,954 persons in an area of 6,400 sq. mi. would receive their first primary daytime service and 831 persons in an area of 29.5 sq. mi. would receive their first primary nighttime service from the new KID operation. This was found to "greatly exceed" the 379 persons in an area of 172 sq. mi. which get their only primary nighttime service from KSUB but would be deprived of it if the KID bid were granted.

FARM MEET

WSJS Good Will Builder

HAROLD ESSEX, vice president and managing director, WSJS Winston-Salem, N. C., is mighty proud over the way the station sponsored First Annual Piedmont Farm and Home Conference Jan. 20 turned out [BROADCASTING • TELECASTING, Jan. 15]. Gov. W. Kerr Scott opened the conference aimed by WSJS at emphasizing the station's service to farmers. More than 1,200 farmers attended.

Harvey Dinkins, WSJS farm service director, played the role of host. The conference received cooperation of state agriculture leaders and civic officials and built up much good will for the station.

Gillin Memorial

MEMORIAL room to be named after the late John J. Gillin Jr., of St. Joseph's Hospital, Omaha, Neb., is nearing completion, WOW Omaha reported last week. Funds for re-decorating and re-furnishing the room were contributed by hundreds of Mr. Gillin's friends after his death last July. New furniture is in 18th Century mahogany. Room also will consist of a plastic tile floor, new bath facilities and drapes. Mr. Gillin, who was president of Radio Station WOW Inc., spent many days during the last years of his life at St. Joseph's Hospital.

Carolina
$90,000.00

A well established independent facility covering a large and rich area in the Carolinas. Always profitable this station is showing an excellent return on the sales price. Fixed assets are above average and valuable real estate, cash and accounts receivable are included in the sale of 100% of stock.

New England
$45,000.00

Controlling interest in an attractive fulltime property located in a well known New England market. This is the only station in the city and offers a good radio operator or partners an outstanding opportunity. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions, first portion of this department, are on pages 82 and 83.

WICA SUIT

Station Action Hit

THE U. S. District Court for the District of Columbia ruled a fortnight ago than an agreement made by Washington counsel for WICA Ashtabula, Ohio; WWSW Pittsburgh, and WEBR Buffalo may not be the subject of a law suit in Washington courts.

The stations are not "doing business" in Washington, the court held.

WICA had sued WWSW and WEBR for $18,425 which it claimed was still due under an agreement in which, WICA said, the other stations agreed, through their attorneys to reimburse WICA for the additional cost of a four-tower directional array to permit all three stations to operate on 970 kc [BROADCASTING • TELECASTING, Sept. 18, 1950].

The Ashtabula station, represented by Attorney Eliot Lovett, served the papers on Attorneys Louis G. Caldwell, representing WEBR, and Paul M. Segal, representing WWSW. Nicholas J. Chase and Harry M. Rubin Jr., representing WEBR and WWSW in the suit, filed a motion to quash service of process against Messrs. Caldwell and Segal, and the court granted the motion on Jan. 17.

Campbell Resigns

PATRICK W. CAMPBELL, vice president in charge of stations relations for Don Lee Broadcasting System, Hollywood, since 1943, has resigned effective Feb. 1. He will vacation in Honolulu before announcing future plans. Before joining Don Lee he organized the West Coast office of World Broadcasting System, in 1932, and was general manager for 11 years. Prior to that Mr. Campbell was associated with motion pictures and the stage.

Mr. Campbell

New 'Pitch'

NEW RECORDED version of "Mitch's Pitch," sales talk carried to the industry by Maurice B. Mitchell while director of BAB, will become a monthly service of Associated Program Service, New York, of which Mr. Mitchell is now vice president and general manager. To be used as a focus of individual station sales clinics, the new "pitch" will say things "frequently too blunt for owners and managers to say" and present "guest experts" in various merchandising fields in order of their timeliness, APS reported.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 25

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,238	2,214	108		268	138
FM Stations	676	510	181	1*	11	6
TV Stations	107	59	48		377	171

* On the air.

• • •

Docket Actions . . .

FINAL DECISIONS

Suffolk Bcstg. Corp., Patchogue, N. Y.—Adopted final decision granting new AM station, 1370 kc, 500 w day; engineering cond. Decision Jan. 23.

Patchogue Bcstg. Co. and Mid-Island Radio Inc., Patchogue, N. Y.—Adopted final decision granting new AM station on 1580 kc with 250 w day to Patchogue Bcstg. Co. and denying bid of Mid-Island Radio for same facilities. Decision Jan. 23.

KPMO Pomona, Calif.—Announced decision granting license renewal and assignment of license from Myron E. Kluge and Dean H. Wickstrom d/b Valley Bcstg. Co. to Dean H. Wickstrom and Warner H. J. Sorenson d/b Valley Bcstg. Co. (Comrs. Coy, Webster, Jones and Sterling participating, Chairman Coy dissenting). Decision Jan. 25.

KWIK Burbank, Calif.—Affirmed order of Dec. 14, 1949, revoking license of Burbank Bcstrs. Inc. and afforded KWIK temporary operation of not more than 90 days to wind up affairs (Comrs. Coy, Walker, Webster, Jones and Sterling participating, Comr. Webster dissenting in part). Decision Jan. 25.

INITIAL DECISION

KFTM Fort Morgan, Col.—Announced initial decision by Comr. George E. Sterling looking toward rescinding order of May 23, 1950, revoking license of KFTM. Decision Jan. 24.

Non-Docket Actions . . .

FM NONCOMMERICAL GRANT

Waverly, Iowa—Wartburg Normal College, granted CP new noncommercial educational FM station Ch. 206 (89.1 mc) 10 w. Call KWAR assigned. Granted Jan. 15.

TRANSFER GRANTS

WKNX Saginaw, Mich.—Granted transfer of control of licensee corporation, Lake Huron Bcstg. Corp., to Howard Wolfe and William J. Edwards through purchase and retirement to treasury of 300 shares from O. J. Kelchner for $14,417.52 less $2,350 debt to corporation. Mr. Kelchner retires because of ill health. WKNX assigned 1 kw day on 1210 kc. Granted Jan. 23.

WFCI Providence, R. I.—Granted involuntary transfer of control of Pawtucket Bcstg. Co., licensee, from Frank W. Crook, deceased, to J. Howard McGrath, executor of estate. WFCI is assigned 5 kw on 1420 kc unlimited. Granted Jan. 23.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 2, FM 2, TV 0. Station, dates and reasons are:

KBOX Reno, Nev.—Chet L. Gonce tr/as The Voice of Reno. CP Jan. 17. Forfeited.

KPHC Walsenburg, Col.—Walsenburg Bcstg. Co. License Jan. 15. Economic.

WIZZ (FM) Wilkes-Barre, Pa.—Scranton-Wilkes-Barre-Pittston Bcstg. Co. CP Jan. 12. Forfeited.

WHAS-FM Louisville, Ky.—WHAS Inc. License Jan. 15. To devote money to AM and TV for defense purposes [BROADCASTING • TELECASTING, Jan. 8].

New Applications . . .

AM APPLICATIONS

Hornell, N. Y.—Hornell Bcstg. Corp., 1480 kc, 1 kw day; estimated cost $19,131.23. Principals: Maxwell V. McCarthy, owner General Insurance and president-part owner Hornell Fruit & Vegetable Co., president 20.4%; Donald L. Sellers, station manager WLEA Hornell, vice president 20.4%; Preston M. Rittenhouse, program director WLEA, secretary-treasurer 18.4%; Thomas F. Kinney, owner men's clothing store, 20.4%; Kenneth J. Beckerman, president-general manager Hornell Wholesale Grocery Co., 20.4%. Filed Jan. 22.

Latrobe, Pa.—Clearfield Bcstrs. Inc., 1480 kc, 500 w day; estimated cost $14,500. Present licensee of WCPA Clearfield, Pa. Filed Jan. 19.

FM APPLICATIONS

Emporia, Va.—Stone Bcstg. Corp., Ch. 228 (93.5 mc), 785 w; estimated cost $11,254.90. CP for AM station filed Jan. 4 [BROADCASTING • TELECASTING, Jan. 8]. Filed Jan. 10.

Manhattan, Kan.—Kansas State College of Agriculture and Applied Science, noncommercial educational Ch. 201 (88.1 mc), 10 w; estimated cost installation $500. Complete FM transmitter gift from WIBW Topkea. Applicant also operates KSAC Manhattan, educational AM station. Filed Jan. 12.

TV APPLICATION

Kingsport, Tenn. — Kingsport Bcstg. Co., Ch. 7 (174-180 mc), ERP 30.1 kw vis., 15.05 aur., ant. 995 ft.; estimated cost $206,898.60, first year operating cost $100,000; revenue $125,000. Applicant operates WKPT-AM-FM Kingsport. Filed Jan. 18.

TRANSFER REQUESTS

WHOB Gardner, Mass.—Transfer of Control Gardner Bcstg. Co., licensee from D. M. Richman, Rose S. Richman, Owen A. Hoban, M. A. Moore and Rex Reynolds to William F. Rust Jr., H. S. Kilgore, W. J. Barkley and Ralph Gottlieb through purchase of all common stock for $14,999.80. New owners will also pay $13,430 in obligations. Mr. and Mrs. Richman together own 355 sh. others each 5 sh. Transferees Rust and Kilgore, who will own 40% and 20% respectively, are part owners of WKBR-AM-FM Manchester; WTSV-AM-FM Claremont and WTSL Hanover, N. H., and WTSA Brattleboro, Vt. Transferee Barkley, 28.1%, also is part owner of the stations. Mr. Gottlieb, 11.9%, is commercial manager of stations. WHOB is assigned 1490 kc, 250 w unlimited. Filed Jan. 19.

WFOY St. Augustine, Fla.—Involuntary transfer of control from sole owner J. C. Bell, deceased, to Mary E. Bell, executrix of estate. WFOY is assigned 1240 kc, 250 w unlimited. Filed Jan. 19.

WRGA-AM-FM Rome, Ga.—Involuntary transfer of control of Rome Bcstg. Corp., licensee, from ¾ owner John W. Quarles, deceased, to J. H. Quarles, administrator of estate. WRGA is assigned 1470 kc, 5 kw unlimited. Filed Jan. 18.

WJEL Springfield, Ohio—Transfer of control of Champion City Bcstg. Co., licensee, from D. J. Parsons and Frank N. Jones to Chester R. Hinkle (50%), owner of Hinkle Adv. Co., and George R. Walker (50%), architect, for $22,500. WJEL has application pending for unlimited time, is now assigned 1600 kc, 500 w day. Filed Jan. 18.

PBS Gets Added Space

CO-ORDINATING activities under one roof, Progressive Broadcasting System Feb. 1 moves its executive offices into Audio-Video Studios, 418 S. Roberston Blvd., Beverly Hills, Calif., where production studios now are located. The executive staff has had offices at 8983 Sunset Blvd. The new network is leasing over 3,000 square feet of floor space, plus offices, according to Larry Finley, PBS President.

AUDIENCE PEAK

Reported by Hooper for Dec.

BROADCAST audiences in each of 33 cities reached a new all-time peak during the month of December, according to the January Hooperatings Pocketpieces released last week. Forty percent or more of homes called by the firm were listening to TV and/or radio in the evening.

Cities with the greatest percent of set use during the evening, were recorded by the Hooper firm as:

1.	Cincinnati	49.4
2.	Pittsburgh	48.9
3.	Buffalo	48.5
4.	Dayton	48.1
5.	Milwaukee	47.4
6.	Syracuse	47.3
7.	Cleveland	46.9
8.	Minneapolis-St. Paul	46.8
9.	Philadelphia	46.8
10.	Columbus	46.1

B&B Names Whittaker

ALFRED A. WHITTAKER, associate research director, has been named director of research of Benton & Bowles, New York, reporting to Charles A. Pooler, vice president in charge of research. John Churchill, former supervisor of Procter & Gamble media for the agency, moves to the research department and becomes responsible for market and media research.

Advertising is bought by the **group** of executives who plan **marketing** strategy and tactics.

Printers' Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading **buyers of advertising.**

Educators' Survey

(Continued from page 68)

cized the criteria cited for estimating the needs for educational stations. They included such matters as program resources, trained personnel available and financial resources.

George P. Adair, broadcast engineering consultant retained by JCET, introduced a map of the area showing suggested distribution of the educational stations in the area discussed by Mr. Brown. He said 18 UHF channels were indicated as necessary for the 49 stations. Questioned as to the most efficient allocation of the spectrum, Mr. Adair said more stations, both commercial and educational, could be put into an area without reserving a "block" of channels for educators.

Clark Tibbitts, Federal Security Agency, acclaimed TV's potentialities in "promoting the integration of the handicapped and the aging into American life both through their education and through creating a demand for their services by demonstrating that such individuals, when trained, are employable and highly useful."

John R. Richards, executive assistant to the president of Wayne U. and the Detroit Board of Education, presented a board resolution passed last December authorizing preparation of "plans and specifications for the construction and equipping of a television station for educational purposes" in the Detroit area. The station would be a cooperative venture there among all educators, he indicated.

Burton Paulu, manager of the U. of Minnesota's pioneer regional AM educational outlet, KUOM Minneapolis, appeared for the National Assn. of Educational Broadcasters. He related KUOM's experience in educational radio.

Asked if the U. of Minnesota was ready to build a TV outlet, the witness said the school would go into TV "at a later date," not before five years hence but not longer than 12 or 15 years.

Rev. Leo McLaughlin, S.J., newly appointed director of Fordham U.'s WFUV (FM) New York, led off the Tuesday session by discussing the preferential basis necessary for the existence of educational institutions and reviewing WFUV's past and proposed future programming. The station operates about eight hours daily with an annual budget of $35,000.

Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, urged channel reservations should be made for the "indefinite" future because many communities will take a long time to get into educational TV. He used Cumberland, Md., as an illustration of how a small community would go about supporting and programming such a station.

He saw informal, spontaneous type programming as the inexpensive answer for such areas, some produced by civic and community service organizations usually found locally.

Dr. Tyler said Ohio State U. has been ready to go into TV, if necessary even into a comparative hearing with commercial interests for a VHF channel, to be sought from another area.

Financing Questioned

Questioned on the general problem of education's financing TV, Dr. Tyler saw possible difficulty in getting the money in the face of other educational needs.

JCET's "blue book" report on the New York TV monitoring project was introduced Tuesday afternoon by Dr. Smythe, former assistant chief accountant and chief of the economics and statistics branch of FCC, now research associate at the U. of Illinois. New York was picked because it offered the greatest choice of program fare, he said, and would show commercial TV in its "best light."

Dr. Smythe directed the project, aided by Dr. Horton, sociology research associate at the U. of Chicago and former manager of the CBS Television Audience Research Institute. They donated their services, FCC was told. The staff was said to include 21 program monitors.

Dr. Smythe said the purpose of the survey was to get sufficient data to classify all programs according to content (not quality) and to time all commercial announcements. He said all employes were instructed to be as objective as possible.

Programs were timed to the nearest minute, he said, and commercials to the second. Program content, classified according to predominant theme, was credited to the full period of the program without deducting any commercials, he emphasized. Station identifications, promotional announcements and public service spots were not counted as commercials.

"Commercial" time was logged for station break commercials, during regular program commercials and whenever any obvious "selling" of a particular product or service occurred during a program. Prominent display of the sponsor's sign or product during a show was counted "commercial" in some instances since "it obviously wasn't anything else but commercial," FCC was told.

Dr. Smythe explained, however, that in the latter situation it was frequently difficult to separate commercials from the program itself. Although the survey listed a number of "continuous commercial" shows, all of these were not tabulated in the final results. This was because "commercial" portions were so completely integrated with content as to be "untimeable," FCC was told.

The "continuous commercial" classification was vigorously attacked by industry counsel who questioned Drs. Smythe and Horton at length as to their logic and technique. Reliability of other material in the survey was challenged on this account.

Further data on this category was presented later. For 19 "continuous commercial" shows cited for the week, total air time of 1,71[illegible] minutes was given. Of this, 24,26[illegible] seconds of "timed advertisements" were cited, which were included in the final commercial time total.

The "untimeable" portion was given as 78,333 seconds. FCC was told that had this figure been included in the final tabulation, it would make the total time of all stations devoted to advertising 13.7% instead of 10[illegible]%.

Little Choice of Programs

Although the United Nations was in session, no pickups were noted. The sole time devoted to "public events" was that for President Truman's address, he said. He also said that at any one time there frequently was little choice among types of programs available to the viewer because of competitive duplication.

On Wednesday morning Dr. Horton, under intense questioning, continued his "analysis" of programs classified in the survey. He noted the only education-originated program was the Johns-Hopkins *Science Review*, which originated in Baltimore.

Dr. Horton indicated the need for an educational station was shown in the lack of programs dealing

New York TV Program, January 4-10, 1951: Total Program Time for the Week, by Stations and by Class of Program

Program Class	Total Minutes	Percent
1. NEWS	1,860	5
2. WEATHER	147	*
3. PUBLIC ISSUES	529	2
(a) Opinion	277	1
(b) Discussion and debate	252	1
4. PUBLIC EVENTS	321	1
5. INSTITUTIONAL	386	1
(a) Exposition	159	*
(b) Dramatization	227	1
6. INFORMATION	1,090	3
(a) Science	85	*
(b) Travelogue	369	1
(c) Other	636	2
7. RELIGION	240	1
8. DRAMA	8,589	25
(a) Domestic	330	1
(b) Crime	3,432	10
(c) Western	1,860	6
(d) Comedy	1,114	3
(e) Romance	1,207	4
(f) Musical	90	*
(g) Classics	90	*
(h) Other	466	1
9. DANCE	36	*
10. MUSIC	1,222	4
(a) Serious	77	*
(b) Light		
(c) Popular	1,145	3
11. FINE ARTS	30	*
12. VARIETY	4,598	14
(a) Vaudeville	1,260	4
(b) Informal	3,338	10
13. PERSONALITIES	1,432	4
14. QUIZ, STUNTS, CONTESTS	2,245	7
(a) Experts, guests	342	1
(b) Studio audience	598	2
(c) Telephone	950	3
(d) Amateur shows	305	1
(e) Other	30	*
15. SPORTS	3,486	10
(a) News, interviews	228	1
(b) Spectator events	3,110	9
(c) Participant sports	68	*
16. HOMEMAKING	3,507	10
(a) Cooking	1,041	3
(b) Decorating, etc.	60	*
(c) Shopping, prod., serv.	1,101	3
(d) Personal care	120	*
(e) Personal relations	57	*
(f) Housewife's variety	898	2
(g) Other	230	1
17. CHILDREN'S PROGRAMS	4,199	12
(a) Puppets & marionettes	328	1
(b) Cartoons	572	2
(c) Quiz, stunts, amateur	90	*
(d) Thrillers	483	1
(e) Westerns	740	2
(f) Drama	143	*
(g) Stories (narrated)	211	1
(h) Ch. var. (incl. circus)	1,108	3
(i) Teen-age variety	165	*
(j) Information & instruc.	180	*
(k) Pre-school entertain.	150	*
(l) Other	29	*
TOTAL	33,837	100

* Less than 1 per cent.

EDUCATORS relied on this table, and others stemming from the same survey, in efforts to convince FCC that educational programming is getting short shrift, based on a one-week survey of programs of New York's seven TV stations. The survey was conducted under the direction of Dallas W. Smythe of the U. of Illinois, former FCC accountant, and Donald Horton of the U. of Chicago.

* * *

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Folkways

SO LONG

On Records: Gordon Jenkins—Weavers—Dec. 27376; Paul Weston—Col. 39160; Ken Griffin—Col. 39142; Ralph Marterie—Mer. 5570; Johnny Moore—Vic. 22-0059; Lynn Murray—Coral 60366.

On Transcription: Shep Fields—Langworth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

with public affairs background and New York area problems, similar to newspaper feature treatment. A number of other cultural and informational programs also were lacking, he said.

Asked by TBA counsel if the use of a 6-mc channel in New York to program education to an audience of perhaps 1,500 would be a waste of spectrum, the witness said he could not answer such a general question but felt it might be more of a waste for so many of the commercial stations to duplicate the same type of program at the same time.

Dr. Clayton Griswold, appearing on behalf of the Protestant Radio Commission, urged that "non-commercial educational organizations should be given the protection which they require in view of their financial and other disabilities"—that they "be removed from the necessity of competing with commercial groups for adequate frequencies to accomplish their purposes."

Dr. Belmont Farley, of the National Education Assn.'s headquarters staff, suggested that in one-VHF-channel communities, where the channel already has been assigned, the commercial licensee should be required to enter into a time-sharing or double-licensee arrangement with educational institutions which seek it.

Similarly, he said, if an educational group held the community's only VHF frequency it should be required to chare the channel with a qualified commercial applicant.

He thought the double-licensee arrangement in such cases would involve two groups: (1) A corporation or other entity representing all of the participating educational organizations, and (2) the commercial interests. He suggested that the mechanics of the plan should be established by FCC before applications are filed for such sharing operations.

Where two or more channels are allocated to a community and one is unoccupied, he thought the unassigned channel should be reserved for educational interests.

'Closed Cities'

Dr. Farley conceded that a difficult problem is presented, from the educators' standpoint, by "closed cities"—those where no channels are available. One suggestion, aside from sharing, involved the possibility of adding one or more additional channels, wherever possible. The Allen B. DuMont proposed allocation plan, he noted, envisions more stations than the plan advanced by FCC.

Dr. Baker, NAB research director, told the Commission he detected a tendency of educators to "look down the nose" at commercial radio and television. He referred to educators' approach as the "faculty club viewpoint" which they must adopt in order to live with their fellow educators.

Dr. Baker noted that he was both a radio researcher and a former educator. Under questioning by Mr. Plotkin, he conceded that commercial broadcasters may reciprocate the educators' feelings —that is, "look down the nose" at educators.

He said he found evidences of research "bias" in the testimony of those who made the New York survey, citing indications that they had "a chip on the shoulder."

His assertions, particularly those attacking interpretations of the New York survey, brought persistent questioning from Comr. Hennock, who repeatedly wanted to know the educational value of TV western movies and said she was "shocked" that Dr. Baker could consider them "educational."

He insisted that they had educational value, not only in the costumes and scenery but also in teaching that evil and crime are punished.

Baker Cites 'Facts'

Dr. Baker said "the facts" led him to this position:

1. The experience of educators with respect to the most recently previous development of a sight-and-sound medium (the talking moving picture) indicates that they neither understand the medium nor are willing to use it when they do.

2. With one or two noteworthy exceptions the educator's experience with radio (both AM and FM) has been a dismal failure to realize the full potentialities of the medium and to actively and aggressively pursue them. This failure has occurred not only in in-school, formalized instruction but also in the utilization of the supplemental educational values in standard commercial radio.

3. The glaring exceptions indicate rather clearly that educational stations can be operated successfully but they also show that educators as a group have not evidenced the willingness nor the competence in using radio that would justify the reservation to them of any part of the broadcast spectrum.

Dr. Baker submitted exhibits to show that only 34 non-commercial AM stations are now operating, and that none of these received its license after 1927, though others have been licensed but ceased operations since that time.

He also noted that in FM, excluding stations of no more than 10 w power, there are 66 non-commercial outlets not identified with AM operations, as against "nearly 100,000 basic administrative units in our public school system and nearly 1,900 institutions of higher education."

Dr. Baker's assertion that most educators' experience with radio has been "a dismal failure" was the target of heavy questioning by both Gen. Taylor and Mr. Plotkin. The witness emphasized that a part of the "dismal failure" was failure to "realize full potentialities," and that failure even to apply for stations was significant.

Pushed by Mr. Plotkin on the extent to which NAB subscribed to his conclusions, he said the Board had not seen his statement but that it had been approved by President Justin Miller and General Manager William B. Ryan.

He also conceded, under Mr. Plotkin's questioning, that his personal experiences in connection with Ohio State's WOSU Columbus would not justify "expert" opinion that educators for the most part had proved "dismal failures" in AM and FM. This, he said, was "personal" opinion—a label which, under further cross-examination, he said might also be applied to his conclusion that educators as a group have failed to justify frequency reservations.

Mr. Plotkin noted that, percentage-wise, educators have more nearly filled their 20-channel portion of the FM band than commercial operators in their 60-channel share.

Under questioning by Comr. E. M. Webster, Dr. Baker said he thought commercial broadcasters as a whole are furnishing an adequate educational program—and, from past performance, that they are doing a better job than the educators would do.

Thursday afternoon was devoted entirely to testimony of Dr. Church of KMBC Kansas City, Mo. NAB counsel described the witness' station as one of the better examples of broadcaster cooperation in the public interest.

Asked how commercial broadcasters cooperate with the educational interests, Dr. Church cited specific examples from the KMBC program log.

One of Dr. Church's examples—an in-school broadcast, five times weekly, 1:30-1:45 p.m., on KMBC —became the target of Comr. Hennock's questioning which sought to determine just what appeal this particular program might have to adult listeners. Told by the witness that the show was given a Conlan rating of 3.1, second high for that segment among the Kansas City stations, Comr. Hennock expressed her inability to understand why such a popular program was not broadcast in the evening or repeated at other times.

Dr. Church stated that he was not opposed to educators in radio and television. However, he did point out in his later testimony that "we have a limited number of channels available and for that reason withholding a large number—for a perpetual period, unless claimed—is a very serious waste of public resources."

Reverse Situation

During interrogation on how commercial broadcasters had applied themselves to helping educators, Dr. Church observed that sometimes a reverse situation prevailed wherein the educators did not fully avail themselves of what the broadcasters had to offer.

At one point during the Thursday afternoon discussion of programming, Comr. Webster posed a question to NAB counsel as to what might be the NAB's attitude toward a Commission action which would use the Smythe survey figures in its final decision.

Comr. Hennock kept the point alive by asking what figures NAB might have to offer in refutation. Told the NAB was not in a position to undertake similar research, she declared she could not understand why commercial broadcasters so concerned with this matter could not undertake their own fact-finding project.

JIM EBERLE (l), public affairs manager of WWJ-AM-FM-TV Detroit, accepts two outstanding achievement awards from Detroit's Deputy Police Superintendent Kennedy Lawrence. The awards were made to WWJ-TV for promoting traffic safety in its 1950 program series, *Traffic Court*, and to WWJ for presenting valuable information to the public in such programs as *Manhunt*.

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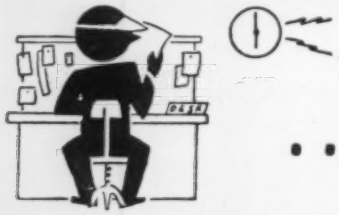


...at deadline

MILLER, STANTON TESTIFY ON EDUCATIONAL VIDEO

UNUSED TV channels are wasted natural resources, FCC was told Friday by NAB President Justin Miller and CBS President Frank Stanton at further hearing on issue of reservation of educational channels (see early story page 63). Judge Miller urged educators to buy TV time and save money.

Both agreed problem should be solved on case-by-case basis with educators competitively showing their ability to use facilities in public interest. Both personally felt some "holding" of channel in specific cases might be appropriate for "relatively short" period if FCC felt educational applicant could do better program service job but needed little time to get ready.

Judge Miller told Commission educators were "shooting at wrong target" in seeking reservations. Rather every application should be heard on its merits, he said, and each applicant should be required to stand on his public service proposal record.

Judge Miller saw great potentials for TV in education, but indicated it would have to include techniques of programming found successful by commercial telecasters in order to gain big audience and be most effective. By buying time on existing stations, educators would get time they wanted plus commercial know-how, he cited. This would cost much less than building and operating own stations, he indicated.

Challenged regarding earlier testimony of NAB's research director, Kenneth H. Baker, that education has been "dismal failure" in radio, Judge Miller indicated he would not have testified in same manner as Dr. Baker and would not make same "generalizations." He did not indicate he refuted Dr. Baker's testimony, however. In question on JCET's "blue book" of New York TV referred to Dr. Baker, latter said he did not know of any "inaccuracies" in survey.

Dr. Stanton, however, indicated his quick review of survey divulged "a number of inaccuracies" but details were delayed until his further cross examination this week. Dr. Stanton pointed out success of noncommercial educational TV itself depends on success of sound general service developed by free competition of commercial stations to produce "circulation."

BAR GROUP ELECTS W. A. PORTER PRESIDENT

WILLIAM A. PORTER, Washington attorney, elected Friday as new president of Federal Communications Bar Assn. succeeding Neville Miller. Others elected at Washington luncheon meeting: Arthur Scharfeld, first vice president; Fred W. Albertson, second vice president; Russell Eagan, secretary; Quayle B. Smith, treasurer. Elected to executive committee: Vernon Wilkinson and C. R. Lockwood. Mr. Miller named delegate to American Bar Assn.

Annual FCBA dinner held Friday at Mayflower Hotel with guests from FCC, Capitol Hill and other government branches.

RCA ACTS TO OBTAIN APPEAL FROM COLOR RULING

RCA made first move toward U. S. Supreme Court appeal of lower court's order sustaining FCC approval of CBS system of color television by filing "assignment of errors" and plea for reversal with Chicago Federal District Court.

Papers, filed by Weymouth Kirkland, of Kirland, Fleming, Green, Martin & Ellis, Chicago firm which represented RCA in court sessions last November, charged Federal District Court erred in its decision, which granted summary judgment in favor of FCC, U. S. government and CBS, and against RCA, NBC and RCA-Victor Distributing, and in its dismissal of complaint. Formal appeal expected to be filed by Chicago law firm in about month.

Papers include 29 points on which lower court "erred." Plaintiffs, RCA and its wholly-owned subsidiaries, NBC and RCA-Victor Distributing, charged findings of FCC "are not supported by substantial evidence" and conclusions are not "supported by the findings, or by substantial evidence."

Other contentions: Order is not supported in law; adoption of commercial color television standards which are incompatible is beyond jurisdiction of Commission as contrary to public convenience, interest or necessity standard and violative of Commission's statutory obligation to promote larger and more effective use of radio.

Adoption of standards is called arbitrary, capricious and abuse of Commission's discretion; refusal to permit commercial broadcasting of compatible color television is beyond FCC jurisdiction and beyond its authority to regulate kind of apparatus to be used with respect to its external effects and purity and sharpness of emissions from each station.

Early evidence in hearing no longer representative of facts, RCA contended; Commission had no authority to suppress competition by prohibiting compatible systems, whether RCA or any other compatible system, in competition with incompatible color. District court without authority to consider determinative events occurring after hearings closed for purpose of deciding whether Commission wrongfully refused to consider these same facts before promulgating order, according to RCA.

FCC's "admitted refusal to consider" RCA summer report was held "in violation of the Administrative Procedure and Communications Acts." Additional information in RCA petition dated Oct. 4, 1950, was not considered, report charges.

POLICY BOARD MEETS

PRESIDENT's Temporary Communications Policy Board met last Friday and Saturday at Washington in next-to-last meeting prior to completion of its report to President Truman Feb. 17. Spokesman for board Friday declined to comment on meeting although it's generally understood that one of the major projects under consideration is recommendation for establishment of a permanent top-level board which would draw broad blueprint for FCC and Interdepartment Radio Advisory Committee [BROADCASTING • TELECASTING, Dec. 4, 1950].

Closed Circuit

(Continued from page 4)

ning and Advisory Committee, to meet in N York Feb. 14-15, expected to be Jack Harr KPRC-AM-TV and a director of The Houst Post Co. He's slated to succeed Clair R. M Collough, Steinman Stations, who is ineligi under one-term rule.

KARO SYRUP through C. L. Miller startin test daytime spot announcement campaign Springfield, Mass., Feb. 19 for 13 weeks. successful schedule will be increased.

PRESIDENT's Temporary Communicatio Policy Board, scheduled to submit its report White House in mid-February, has been mon toring entire radio communications spectru around clock to record precisely what use being made of all bands by ourselves and other nations. These global checks indica vastly increased use of international wa lengths during past year.

ALTHOUGH it's risky business to predi Supreme Court decisions, reports are curre that highest tribunal will decide TV color a peal not later than April 9. In view of critic defense situation, whatever way it goes, victo will be only one of prestige since neither sy tem could get into production for forseeab future.

NEW PRODUCT, Duke Chewing Gum, man factured by True-Health Chewing, Bradfor Pa., contemplating introductory radio sp schedule through its agency, Gregory & Hous Cleveland.

ANNUAL exposition at NAB April conventi slated to go on as usual, but national eme gency will switch emphasis away from hea equipment toward program and service e hibitors. New displayers will be TV supplie and film manufacturers, eligible for first tim

THAT 21-game telecasting limit on Washin ton American League baseball team may blo som into near two-score package. Telec schedule bunched early in season and has g chance of being broadened if attendance satisfactory.

POWER BOOSTS GRANTED

FCC in final decisions Friday granted an a plication of WGBF Evansville, Ind., for C to change from 5 kw day, 1 kw night to 5 k unlimited time, on 1280 kc, and denied reque of WMRO Aurora, Ill., 250 w daytime on for 100 w night. Commission also approv applications of Surety Broadcasting Co. f Charlotte, N. C., station with 5 kw day, 1 k night (DA), and of WRRF Washington, N. C to change from 5 kw daytime only to 5 k day, 1 kw night (DA) on 930 kc. All gran subject to engineering conditions.

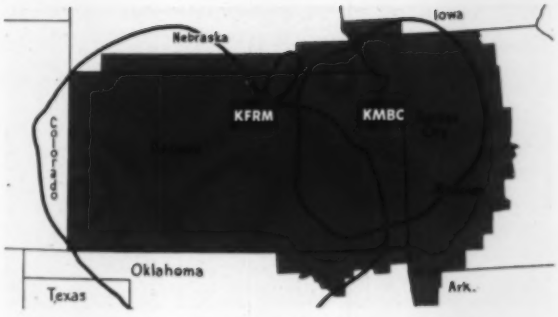
FEATHER-BEDDING RULING

FEAR that feather-bedding and similar pra tices by musicians would spread amon industries employing AFM members was e pressed Friday as National Labor Relation Board handed down ruling in case of Gamb Enterprises Inc. vs. Local 24 AFM, Akro Board voted 2-1 that local was not "feathe bedding" when it demanded engagement f itself to match every engagement of travelin name band at Gamble's Palace Theatre Akron. Corporation had brought charg under Taft-Hartley Act, which board held ha not been violated.

LEVER BROTHERS negotiating with CBS TV and NBC-TV for daytime television str to promote its detergent, Surf. Starting da would be sometime in April. Decision e pected early this week.

THE KANSAS CITY MARKET

Does Not Run in Circles!



Daytime half-millivolt contours shown in black.

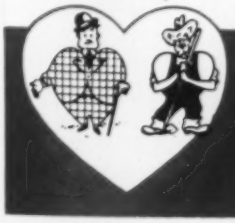
It's a Rectangle...

and The KMBC-KFRM Team Covers It More Effectively and Economically Than Ever Before!

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal.

The KMBC-KFRM Team has built effective and economical coverage of the territory without waste circulation but more important, *the building continues!*

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your *best buy* in the Heart of America.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC